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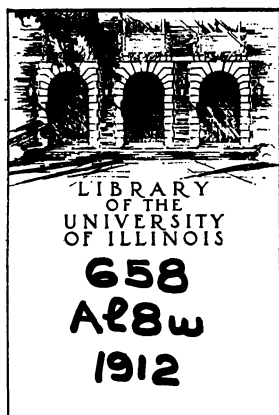
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# INSTRUCTIONS TO "WEAR-EVER" SALESMEN

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WEAR-EVER



TRADE MARK

**ALUMINUM COOKING UTENSIL CO.**  
**NEW KENSINGTON, PA.**

**DISTRIBUTING WAREHOUSES**  
**Portland, Ore.   New Kensington, Pa.   East St. Louis, Ill.**

**DISTRIBUTING AGENTS FOR CANADA**  
**Northern Aluminum Co., Ltd., Toronto, Ont.**

1912

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**THE ALUMINUM COOKING UTENSIL CO.**  
**178**  
**Seventh Edition**

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1912

## PREFACE

*Done*  
This revision of the Instructions to Salesmen aims: (1) to incorporate the latest ideas developed by the continued experience of salesmen; (2) to make the instructions more complete by including with the statement of methods of canvass chapters describing the manufacture of aluminum the metal, and of aluminum cooking utensils, a chapter dealing with objections and some supplementary talks for salesmen; (3) to place the contents of the Book at more ready command by means of section numbers and by the insertion of cross references.

*100*  
Besides this statement of fact, grateful acknowledgment should be made to the many men who through the old Book of Instructions, through the Salesman's Bulletin, and by courteous and efficient aid rendered during revision, have contributed material to which should be ascribed in largest measure the merits possessed by this Book.

*100*  
In a book of instructions for salesmen, no prefatory remarks are complete without the statement—to be reiterated with emphasis whenever opportunity offers—that constant study of the methods of other men, that constant study is the price of success.

*100*  
This Book strives to make you master of yourself, of your ware, and of circumstances met. Cultivate its acquaintance.



**“I** WISH to preach, not the doctrine of ignoble ease, but the doctrine of the strenuous life—the life of toil and effort, of labor and strife; to preach that highest form of success which comes, not to the man who desires mere easy peace, but to the man who does not shrink from danger, from hardship, or from bitter toil, and who out of these wins the splendid ultimate triumph.”

**THEODORE ROOSEVELT.**

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## INTRODUCTION

You are studying an art, whose successful pursuit demands and develops the strongest and finest qualities of mind and of heart. You are studying a science, whose principles have been discovered and tested by years of experience—experience dearly bought by men who have preceded you in the field of salesmanship. By following these principles in studying peculiarities of disposition in order to present a proposition in most favorable light, in handling objections, in convincing prospective customers, you will acquire ability which will give you power and proficiency in battling for business or in pursuing a profession.

**A Science  
and an Art**

To attain high position in any walk of life, as well as to develop truly and harmoniously your own character, the basis of success is first of all somehow to come to know your own ability, what you are and what you can do; in short, the foundation of all high attainment demands that you first find yourself.

**Know  
yourself**

Together with this first step, you must learn to show yourself to others. Few are able to reveal their best to their fellow men; for some reason, only their awkwardness, their lack of control, is shown at the critical moment. To succeed, you must become self-centered, self-poised, and at the same time you must realize your oneness with all men.

**Express  
yourself**

These two steps are not antagonistic. No man can really know himself except by direct contact with his fellow men. Without expression, there is no growth nor development in nature. The lower the form of life, the greater the isolation; the higher the form of life, the more co-operation. The flint is only dead stone until brought into contact with steel; then fire is the result. Your powers lie dormant until you shatter your reserve by contact with others—which contact flames into consciousness of power and possibilities hitherto undreamed.

**Means of  
development**

The rewards of salesmanship, then, are not to be measured in dollars alone. They are to be measured in power acquired, in character developed, in treasure unaffected by vicissitudes of fortune, in wealth beyond price in the marts of trade. Successful salesmanship means competence in the true sense of the word.

**Rewards of  
Salesmanship**

4 In seeking competence by canvassing, you are following the course pursued by Washington and Napoleon, by Webster and Grant, by Blaine and Bismarck. To the worth of experience gained "on the road," the memoirs of these men point with pride. And compared with the books sold by President Hayes, or with the rat traps handled by Jay Gould, "**Wear-Ever**" Ware presents a course to competence bright with glittering rewards.

Among competent men

5 But though the rewards of salesmanship are greater and are received more immediately than are those of any other trade or profession, a period of apprenticeship must be passed through before you become a master salesman. And the apprenticeship is severe. That is the reason why the demand for salesmen always exceeds the supply.

Apprenticeship necessary

6 The first two weeks of your work are your trial period. Mistakes and failures are the result of inexperience. Remove the cause and the effects will trouble you no longer. Your lack of experience may be supplied to a large extent by the experience of others. They have met the problems which you must meet—and have solved them. The science of salesmanship which they have worked out, you may learn. Theory, then, you must put into practice.

Trial period

The civil engineer does not at first find it easy to apply to practical work the formulas of mathematics. He does not, therefore, disregard them, but rather he masters them and then uses them until by experience he acquires resourceful skill in applying them to his daily work.

To work out your success you must pay the price of persistent practice.

7 Valuable are the indirect and immaterial rewards of salesmanship. Our mutual purpose, however, is to get results immediate and temporal. Ours is a mutual benefit association of the most extreme type. You desire to make money. So do we. We cannot increase our receipts from you unless you increase your receipts from us. Let us therefore co-operate. Harmony of action guarantees that relations be pleasant and that work be successful. The rules of action presented in this book have been worked out by the experience of our most successful salesmen. By mastering them and observing them our success is assured.

Mutual benefit association

Together let us live and move and make our money.

The factors which will produce your success are (1) your **8**  
**proposition**, (2) your **skill** in presenting it and (3) your  
 determination to persevere.

You must know all about aluminum and aluminum ware.  
 You must see the points which gleam on every utensil, points  
 which render it superior to other wares. The proposition has  
 been tried and found not wanting.

In the second place, you must be able to drive these  
 points home to the mind so skillfully that your prospective  
 customer cannot fail to see exactly what aluminum ware will **Factors of**  
 do for her, what its advantages mean to her, that she is **Success**  
 losing money by using any ware other than "Wear-Ever"  
 ware.

You must, therefore, know your proposition and know  
 how to present it.

It takes a long while to explain what you don't know. **9**  
 Unless, therefore, you know your utensils from every point of  
 view, unless you know how to present your proposition in  
 clean cut words and in crisp style, unless you are willing to **Study or qui**  
 study—not read, but **study** and master this Book of Instruc-  
 tions, you had better stop right here. The utensils may sell  
 themselves—you cannot. Neglect to study, therefore, means,  
 if not certain failure, mediocre success.

Justice to you, to us, and to the men who may desire **10**  
 territory assigned to you demands that we refuse to allow  
 you to take the field unless you are prepared to do successful  
 work. Consequently, we intend whenever possible to give **What to**  
 you a drill and an examination before you begin work. The **expect**  
 men who in years past have failed to make good and have  
 been visited by us in the field have invariably been men who  
 had not studied the Book of Instructions. An examination  
 is always in order. Frequently examine yourself.

If you are determined to study this book, let us tell you **11**  
 how. Read the Table of Contents, to get a bird's-eye view of  
 the promised land. Then read the chapters as they come  
 until you reach Chapter V. The Model Talks you should  
**memorize** as soon as possible and **rehearse** them **daily**.

After reading the remainder of the chapters, turn back  
 to the first chapter and study the Book carefully sentence by **How to study**  
 sentence, section by section. After reading a chapter, turn to

## 12 Instructions to "Wear-Ever" Salesmen

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the Table of Contents and state what the Book says on the topics there outlined. In similar manner read the Index.

- 12 Not only at the beginning of your work must this book be studied by you, but **every day** you are in the field you should spend at least a **half hour** in study. If you have a good day, review the principles responsible for your success, and tighten your grip upon them. If things have not gone well, try to determine the reason and turn to the book for the remedy. In the light of experience, passages which at first meant little to you will take on a new and helpful meaning. Inasmuch as the suggestions and directions given are the result of experience, they are best interpreted and assimilated by experience.

How long to study

- 13 The first rule of continued success is: Never stop studying your Samples and Instructions. Every day you will discover something that is good, some new way of driving home an argument. You will refresh your own interest in your story and consequently it will interest your hearer.

First rule

- 14 The second rule is: Study objections met. In the selling game, you must bat as well as pitch. If you struck out today on a certain curve, see to it that before it is delivered again you are ready to line it out for a home run. Be ashamed to pop up a feeble foul on the same ball more than once. These Instructions are your Guide Book. Review the rules. Play the game.

Second rule

- 15 The most prolific cause of failure in all vocations, some one has said, is lack of study after actual practice has begun. The habit of learning something new every day creates enthusiasm for work which can be sustained only by fresh acquisition of knowledge.

Get the habit

Activity is the law of life. If you are not doing something new and better, you are doing something old and worse.

- Act The prime essential in getting there is to start now. You cannot act in the past nor in the future. You must do it **To-day**.

Awake, begin, no fear  
Let joy they work endow  
No where so good as here  
No when so good as now

## CHAPTER I

### ALUMINUM, THE METAL

Aluminum is a comparatively new metal.

16

The great majority of our salesmen probably know little about it except in the cooking utensil market. That is the phase of the subject with which they, of course, should be most familiar; and yet something more is essential. The foundation of solid, successful salesmanship must rest upon a knowledge of the metal from which "Wear-Ever" cooking utensils are manufactured. Therefore, before entering upon a discussion of methods and details of canvassing, we deem it wise to explain in a general way the production and characteristic properties of aluminum, the metal.

Foundation

#### I. PRODUCTION

Although iron is the most common of our metals, aluminum is even more abundant. In fact, aluminum constitutes about 8 per cent. of the earth's crust, and is therefore more abundant than any other metal. It is the basic metal of all clays, just as sodium is the basic metal of common salt. It enters into the composition of nearly all rocks. The ruby and the sapphire are practically nothing more than aluminum and oxygen. The turquoise, the topaz, the garnet and the emerald confess their constituent aluminum to the analyst.

17

Abundance of  
aluminum

Although aluminum is the base of every clay bank, clay is not used in its manufacture; and although it enters into the composition of all rocks, there are but three minerals that deserve to be classed as ores of aluminum—bauxite, cryolite and corundum. Of these, bauxite ranks first in importance because it can be refined more readily than either of the others. It is found principally in the southern parts of France, in Georgia, in Tennessee and in Arkansas. In composition it is a hydrated oxide of aluminum, having as impurities, silica, oxide of iron and titanite acid.

18

Aluminum  
ores

- 19 In spite of its remarkable abundance, the existence of aluminum was hardly suspected a century ago. It was not until about 1808 that Sir Humphrey Davy suggested the hypothesis that clay and many rocks of similar formation depend upon some metal as the base. Twenty years later Frederick Woehler, of Germany, proved the hypothesis correct. He first isolated aluminum by decomposing aluminum chloride by potassium and obtained it in the form of a powder. Later, in 1845, he obtained small malleable globules. In 1856, Deville, a French chemist, by improving Woehler's process, succeeded in isolating aluminum in a state almost pure and in determining its properties. He made some small articles from his product and placed the metal on the market at \$90 a pound. Napoleon III lent his patronage to Deville and paid the cost of his experiments. By experiment after experiment the Deville process was amplified and improved. Other processes were devised and the price fell slowly through the next thirty years. In 1886 it was down to \$9 a pound, and a half dozen concerns were producing the metal, more or less pure.

Early history  
of the Metal

- 20 Then came a revolution in the art of producing the metal. So far, all the processes were chemical and decidedly expensive. It was about this time that the wonderful development of the dynamo had, for the first time in the history of the world, made electricity actually cheap. Experimenters then turned to electrolysis, rather than to chemical action and reaction, to free the aluminum from its bonds. In 1886, Charles M. Hall, of Oberlin, Ohio, discovered a process of reducing aluminum from alumina by electrical means which combine the principles of the electric furnace and the electrolytic bath. This process put aluminum on a commercial basis for the first time. Its significance is denoted by the following excerpt from a decision rendered by President Taft when he was United States Circuit Judge:

Hall's  
discovery

"Hall's process is a new discovery. It is a decided step forward in the art of making aluminum. Since it has been put into practical use, the price of aluminum has been reduced from \$6 or \$8 a pound to sixty-five cents. This is a revolution in the art."

By still further improvements the price has been reduced until it now ranges between thirty and thirty-five cents a pound.

The Hall process is used by the Aluminum Company of America, formerly known as The Pittsburgh Reduction Company. This firm has extensive plants at New Kensington, Pa., East St. Louis, Ill., Bauxite, Ark., Massena and Niagara Falls, N. Y., and Shawinigan Falls, P. Q., Canada. The steps in the process employed by this company to bring aluminum from the ore-bed to market are about as follows:

**Aluminum  
Company  
of America**

Bauxite from Arkansas, is taken for refining to East St. Louis where a peculiarity in the metallurgy of aluminum determines the first step. With the ores of most other metals it is necessary simply to concentrate and separate the true ore from the gangue by mechanical means which take advantage of the different densities of the two parts. The ores are then smelted and the impurities worked out by various methods of refining. In the case of aluminum the ore must be carefully refined before smelting. In refining the bauxite advantage is taken of the fact that alumina (oxide of aluminum) forms with soda a compound called sodium aluminate, which is soluble in water. The impurities, iron oxide and titanitic acid, are insoluble and silica is nearly so. The sodium aluminate is formed either by roasting the bauxite with carbonate of soda (known as soda ash), or by digesting with caustic soda in a closed vessel under pressure. In either case sodium aluminate is formed and is separated from the impurities by filtration and by washing the residue with hot water. The sodium aluminate solution is decomposed by two methods, the alumina being thrown out of solution as a hydrate. In the Bayer process the solution is decomposed by agitating in the presence of some freshly precipitated hydrate. The spent liquor is drawn off and is used to take up a fresh quantity of alumina. Another method of decomposition employs the injection of carbonic acid, which forms carbonate of soda and aluminum hydrate. This hydrate is then carefully washed to free it from soda salts.

**From bauxite  
to aluminum  
hydrate**

When apparently dry, the aluminum hydrate contains 34 per cent. water, chemically combined, which must be removed before the ore is ready for reduction. At East St.

From hydrate  
to metallic  
aluminum

Louis, Ill., the hydrate is, therefore, placed in furnaces where it is subjected for 48 hours to heat gradually increased to 2000 degrees Fahrenheit. The removal of the water from the hydrate leaves it alumina as it comes from the furnaces. This alumina looks like a white powder. It is placed in bags and is taken to Niagara Falls, N. Y., Massena, N. Y., or Shawinigan Falls, P. Q., Canada, where it is subjected to the Hall process of reduction. This process employs a "double fluoride bath." In other words, cryolite is melted by the action of an electric current and in this condition takes the ore into solution in somewhat the same manner that water dissolves sugar. The reduced metal collects at the bottom of the reduction pot and is tapped off and cast into ingots, or "pig" aluminum.

Company's  
Lines of  
Manufacture

- 24 After melting the "pig" and re-casting, aluminum is ready for the market. Besides other uses stated in § 30—39 to which the metal is put, much of it goes to the rod and wire mills of the Aluminum Company of America at Massena, N. Y., and Shawinigan Falls, Canada, and a very large amount to the great sheet mills of the same company at New Kensington, Pa. After a long course through a series of roughing and finishing rolls, the aluminum emerges in beautiful, polished sheets of different gauges, lengths and widths. The sheets designed for cooking utensils then pass to The Aluminum Cooking Utensil Company's factory which is connected with the mills of the Aluminum Company of America.

## II. CHARACTERISTIC PROPERTIES

Lightness

- 25 The lightness of aluminum is one of its most striking properties. Bulk for bulk, its actual weight is a little more than one-third that of iron, slightly more than one-third that of tin, about three-tenths that of copper, one-fourth that of silver and but little more than one-eighth that of gold. Where lightness is desired, aluminum is, therefore, in a class by itself.

Malleability

- 26 In relative malleability, aluminum is preceded by gold only. Silver, copper, tin, platinum, lead, zinc, iron and nickel follow in the order named. Aluminum of over 99 per cent. purity is rolled into sheets of only three ten-thous-



andths of an inch in thickness and such sheets are hammered into leaf nearly as thin as gold leaf can be beaten.

Of the baser metals, copper alone surpasses aluminum in heat conductivity. In this respect, aluminum ranks twice as high as tin and three times as high as iron. That is to say, heat passes through aluminum twice as fast as through tin and three times as fast as through iron. The value of this property in cases where uniform heating is required, especially if the heat can be applied at only one point on the body of the metal in question, will be readily seen.

The specific heat of aluminum is .2185; of steel, .1175; of wrought iron, .1138; of pure iron, .11; of nickel, .11; of copper, .094; of tin, .056; of silver, .056. That the specific heat of aluminum is .2185 means that the quantity of heat which would raise the temperature of a given weight of aluminum through one degree would raise the temperature of the same quantity of water through .2185 of one degree. Aluminum, then, it will be seen, stands first in specific heat. It will store up more heat and retain it longer than will any other metal.

With respect to the action of acids, also, aluminum has distinctive qualities. No claim is made, however, that acids have no effect upon the metal. As a matter of fact, it is dissolved by hydrochloric acid; sulphuric and nitric acid act upon it slightly; it is corroded by solutions of caustic alkalies, chlorine, bromine and iodine. But carbonic acid, carbonic oxide and sulphuretted hydrogen do not act upon it; and, more important still, practically none of the vegetable acids or those used in ordinary culinary operations, has any appreciable effect upon it. In this respect it contrasts decidedly with iron, tin and copper. But even when chemical action takes place, the important fact remains that the resulting compounds are absolutely non-poisonous. Here again, especially from the hygienic standpoint, the contrast of aluminum with tin, copper and iron is most decided. (§284, 311).

### III. USES OF THE METAL

In industrial history aluminum will stand as a classic case of a supply creating a demand—the exception to the rule of economics. Already its uses are manifold.

**30** In casting steel there are present in the molten metal gases which cause small blow-holes, or bubbles, to form unless such gases are removed. Aluminum is a strong deoxidizing agent. If a small amount of it is placed in the molten steel, the aluminum attracts or absorbs the gases, for which **Steel** it has remarkable affinity. The aluminum does not enter into the composition of the steel, but is drawn off from the cast metal with the slag, thus leaving the steel free from imperfections. A great deal of aluminum is therefore used by steel companies.

**31** An enormous quantity of aluminum is now used in the manufacture of automobiles. Thousands of miles of wire and cables are used by inter-urban traction lines. The color, lightness and sanitary qualities of aluminum have caused it **Cars** to be used in the manufacture of cars such as those now used in the subways of New York, and for the linings and racks of railway cars.

**32** The Atlantic Refining Company and the Standard Oil Company use large aluminum pans in which to cool paraffin, a by-product of the manufacture of oil, of which candles and chewing gum are made.

**Pans** Aluminum pans are used in the manufacture of stearin by large soap companies. Such pans are also used by grape juice manufacturers.

**33** The Westinghouse Company and the General Electric Company order by the thousands covers and frameworks for **Meters** electric meters.

"Wear-Ever" trays are used in the dining car service of the Pennsylvania Railroad, and by many large hotels.

**34** Aluminum is used in the brewery business, as containing vats; in condenser tubes, where other metals are rapidly corroded by liquors or fumes; as material for gas engines; in plates and sheets for coating other metals; in the manufacture of fancy articles of all kinds; it is supplanting **Jewelry** German silver in the production of many toilet articles and **Kodaks** jewelry. Many parts of the Eastman Kodaks are made of aluminum. Its use in tubes, plates and angles—wherever strength combined with lightness is desired—is a very considerable one. Many yachts, as the Defender, the Sham-

rock II, and the Arrow, have been built principally of aluminum. The Reliance carried in her decks and sides 10,000 pounds of aluminum. **Yachts**

The giant air ship of Count Zeppelin was built of aluminum. And nearly all air ships have been constructed principally of the same material. **Air ships**

“Wear-Ever” cooking utensils were carried to the Pole by Commander Peary.

Most of the armies of Europe now use aluminum utensils. The German soldier carries no metal other than aluminum, except in his weapons. He marches on shoes pegged with aluminum, buttons his coat with aluminum buttons and drinks from an aluminum flask. During the war between Russia and Japan the Japanese government ordered 150,000 mess kettles of the Aluminum Company of America. The United States army uses some aluminum utensils, such as cups and canteens. **Armies**

A vast amount of advertising is done nowadays. And no form of advertising attracts greater attention than an aluminum novelty. Consequently the amount of the metal now used for novelties is considerable. **Novelties**

Aluminum is used in the manufacture of musical instruments, such as snare and kettle drums, in xylophone bars, in small bells and parts of pipe organs. **Music**

Much aluminum is used in manufacturing cream rules and separator parts, candy trays, beer coolers and beer bottle stoppers, stereoscopes, eye glass cases and other articles too numerous to mention. **Etc.**

The most important service of aluminum, however, is rendered in the manufacture of cooking utensils. For this service it is preeminently fitted by its characteristic qualities.

“The longer I live, the more deeply I am convinced that that which makes the difference between one man and another—between the weak and the powerful, the great and insignificant, is energy—invincible determination—a purpose once formed, and then death or victory.”—*Foxwell Buxton*.

## CHAPTER II

### "WEAR-EVER" COOKING UTENSILS

#### I. PROCESS OF MANUFACTURE

Every year a number of our salesmen who pass through or work near Pittsburgh visit our factory and find the information obtained by such visits helpful in their work. Inasmuch as it is impossible for all salesmen to make such a visit, we describe briefly some of the processes employed in the manufacture of "Wear-Ever" utensils.

- 40 When the pig aluminum is received at New Kensington it is melted and then re-cast into rectangular slab ingots. These ingots then go to rolling machines of enormous pressure. They are first heated and then put through the "hot rolling process," thereby being reduced in thickness and greatly extended in surface. These large rough sheets are then cut into smaller sheets and passed through another "rolling process," which smooths and shapes the metal. These sheets then go through other rolls where they receive the "finishing process." This process requires many passes through the rolls and reduces the sheet to about the thickness of the metal seen in the finished utensils.

Rolling  
- into sheet

- 41 To make cooking utensils without seams or joints there must be employed the process which is known as "stamping."

The sheet aluminum which comes from the finishing rolls is cut into shapes round and rectangular, the sizes being determined by the sizes of the utensils to be made from them. The pieces of sheet metal are taken to large presses or "stamping" machines. The machines are provided with a stationary socket, having the form of the exterior of the utensil to be shaped in it, and a solid steel die fastened to a moving piston. The operator places a piece of sheet metal over the socket, presses a lever, and down comes the die with enormous force, stamping the disc into the socket. Thus the sides and bottom of a "Wear-Ever" utensil are made without seam or solder—are one continuous piece of metal. In making a pie plate only one stamping operation is necessary. All the larger and deeper utensils, however, require several operations. The rough forms of the utensils pass from one press to another, each one making them more nearly the shape of the finished utensil.

Stamping

The stamped vessel is trimmed to make the top straight.

In case the top is to be smaller than the bottom, as 42  
is the case with a few "Wear-Ever" utensils such as the  
coffee pot and tea kettle—the vessel is placed over a col-  
lapsible steel form which is the shape of the finished utensil  
and which is made to revolve upon a spindle. Against the  
side of the rapidly revolving vessel is pressed a smooth  
piece of steel which gradually makes it conform to the  
shape of the enclosed "steel chuck." When the operation is  
completed both the utensil and the chuck are removed from  
the spindle and the chuck is removed from the vessel in  
sections.

**Shaping  
the top**

"Wear-Ever" ware never should be spoken of as "spun"  
aluminum ware. By annealing the metal—that is, by increas-  
ing the softness by heating—it is possible to spin an alumi-  
num utensil from the flat sheet form. Such utensils, how-  
ever, unless a great deal thicker than cooking utensils ordi-  
narily are made, are usually so soft that they become dented  
readily—even by pressing the thumb against them. The  
more aluminum is "worked" and the less it is heated the  
harder it becomes. That is the reason why "Wear-Ever"  
utensils are stamped from the sheet metal, which has been  
made hard and dense by rolling machines. Thus "Wear-  
Ever" utensils—all of which are stamped except griddles,  
waffle molds and tea kettles (see Sect. 48)—are more dense,  
more rigid, less easily dented than would be the case if they  
were made by any other known process.

As utensils come from the stamping presses they are 43  
usually marked with longitudinal wrinkles, which are re-  
moved by clamping the vessel to a revolving chuck and  
pressing another part of the "ironing" machine against the  
outside as it revolves. **Ironing**

In case a spout is to be attached to a "Wear-Ever" 44  
utensil the spout and the metal around hole in body of uten-  
sil are heated, placed together, and aluminum wire and  
flame make the spout and the body of the utensil one con-  
tinuous piece of solid aluminum. **Spouts**

Most people know that unpolished aluminum is dull 45  
white in color. The interior of a "Wear-Ever" utensil,

however, often presents a streaked and spotted appearance. This iridescent appearance is due to the fact that the inside of "Wear-Ever" utensils has been hardened by electricity, which makes it darker, smoother, less liable to be discolored by food or water containing alkali or iron, and more easily cleaned than otherwise would be possible; for to place on the inside of an aluminum utensil a line, scratch brush (or satin) or polished finish means that a revolving metal brush or sandpaper must cut down or tear off the hard "crust" formed on the surface of the metal by the rolling machines, and the comparatively softer and more porous portion of the metal thereby is exposed to discoloration and is more difficult to clean than is the inside of a utensil which not only preserves the "case-hardened" surface placed on the metal by rolling machines, but which is made still harder by electricity.

**Finishing  
Interior**

To place the electric finish upon utensils requires that each utensil be handled separately and subjected to electric current for a considerable length of time.

Of course, the finish detracts from, rather than improves, the appearance of the utensil. The greater satisfaction, however, given by utensils which are so finished makes up for the less attractive appearance.

- 46 When explaining to customers the electric finish, salesmen should not let them entertain the thought that the interior of "Wear-Ever" utensils is coated with some foreign substance, for such is not the case. Simply in a slight degree the surface of the aluminum under the touch of electricity has undergone a molecular change. With this finish the utensils are just as pure and safe as they are without it.

**No coating**

- 47 The contrast in appearance between the outside and the inside of "Wear-Ever" utensils, a contrast made all the more striking by the finish given the interior, is so great that salesmen should be prepared to explain how the exterior finish is produced. This is all the more necessary since few people understand that aluminum naturally takes a high polish, just as silver does. In removing the wrinkles by the "ironing" process (§43), the surface of the utensil is left somewhat rough and uneven. The first step toward

**Polishing**

polishing, therefore, is to smooth the surface, and this means nothing less than cutting down the surface of the whole utensil to the depth of the deepest scratch. Hard buff wheels, revolving at a high rate of speed, are used for this purpose. The second step requires the use of finer buff wheels against which skilled workmen bring in turn every inch of the surface of the vessel. The result is a beautiful, silvery polish.

The processes so far described are employed in the manufacture of all **"Wear-Ever"** utensils with the exception of the Waffle Molds, some Tea Kettles and some Griddles. Inasmuch as the process of casting aluminum does not differ essentially from casting iron it is not explained here. It may be stated, however, that as cast utensils come from the mill they are rough and require a great deal of tedious and expensive grinding with emery before they can be polished.

Salesmen should note the fact that whereas sheet aluminum may be made more than 99 per cent. pure, the metal used in cast ware contains from 6 to 8 per cent. alloy. Cast utensils of any kind are somewhat porous and brittle, are liable to be more or less uneven and to contain "sand holes," which naturally are more readily attacked by impurities in water than is the hardened surface of the sheet utensils. These facts make it inadvisable to cast utensils in which food is cooked or water boiled. Consequently, we have ceased to manufacture such utensils with the exception of the Tea Kettle. We continue to make that article because there is a demand for it; but at the same time we are making a sheet Tea Kettle which we consider superior. We even stamp a thick Sheet Griddle. However, it is understood that since Griddles and Waffle Molds are not used in boiling food the objection just stated does not apply to them. **48**

## **II. THE ALUMINUM COOKING UTENSIL COMPANY**

The Aluminum Company of America from the beginning **49** believed that from aluminum the best cooking utensils can be made, and consequently firms making cooking utensils were urged to place on the market aluminum ware. Some companies made aluminum utensils and found difficulty in marketing such utensils, partly because the price of such

utensils was high as compared with the price of ordinary utensils, and partly because during the experimental period of manufacture some aluminum utensils were made of metal which was too thin or which was alloyed. In neither case were results satisfactory. As a consequence, a false impression as to the merits of aluminum cooking utensils was being produced and the Aluminum Company of America saw one of its most promising markets seriously threatened. To save that market as a means of output for the metal aluminum the Aluminum Cooking Utensil Company was organized as a sub-company of the Aluminum Company of America.

50 In order to accomplish the purpose for which it was organized it was necessary of course that the new firm should make utensils of pure metal only and sufficiently thick and hard to stand the knocks of everyday wear.

51 The wisdom of that policy, adopted at the start and steadily adhered to, has been satisfactorily demonstrated by "Wear-Ever" salesmen who have overcome early prejudices regarding aluminum cooking utensils and by whose work in large measure the market for aluminum cooking utensils has been created—a work successful because in the production of the utensils we at all times have been able to avail ourselves of the intelligence and skill of men who are devoting their lives to the establishment of aluminum interests in the commercial world.

The art of seizing opportunities and turning even accidents to account, bending them to some purpose, is a great secret of success. Dr. Johnson has defined genius to be "a mind of large general powers accidentally determined in some particular direction." Men who are resolved to find a way for themselves will always find opportunities enough; and if they do not lie ready to their hand, they will make them.—*Samuel Smiles.*



## CHAPTER III

### PREPARATION FOR CANVASS

Whatever may be the ultimate purpose of your life, your 52  
 object in taking up the sale of "Wear-Ever" ware is not to  
 have a good time or to reform the world. To coax currency  
 from the clothes of customers is your immediate purpose. In  
 order to feel electric vibrations of metallic cheer and hope,  
 you must make yourself a good conductor. Of enthusiastic  
 belief and of true values exchanged, you can get no more  
 than you give. People cannot get a better sensation than  
 by using "Wear-Ever" ware—remember that—and the larger **Shocking**  
 the quantity the better for them. Don't feel apologetic about  
 administering the shock. Your intelligent enthusiastic belief  
 in the great success which has attended aluminum cooking  
 utensils will be contagious. See to it, therefore, that you  
 yourself get a lively shock. To become surcharged with en-  
 thusiastic belief in your proposition—to be a man of money  
 minting mind, you must know your goods and how to present  
 them (§8, 430).

Of paramount importance, therefore, is the thorough 53  
 study of this book and of your samples.

#### STUDY BOOK

This book is your best friend. Its ideas must be made  
 your own—must be assimilated, mentally masticated by you.  
 And the sooner the process begins, the better for you. Begin  
 now.

The first statement to be pondered is that of the General 54  
 Manager, who says that the men who in past years  
 have been visited personally by him because they were not  
 succeeding in the work—the members of the Down and Out **Beware of**  
 Club, without exception have been found hopelessly ignorant **the agent**  
 of the contents of the Book of Instructions. Procrastination  
 is the advance agent of the club (§9).

In seeking to master these instructions, commit as soon 55  
 as possible the model talks of Chapters V and VI, the an-  
 swers to objections most frequently met (Chap. VII) and the **Rehearse**  
 reserve talks (Chap. VIII). **or hearse**  
 Canvass a friend who is willing to aid you by criticising your

**The real thing** talk and by offering objections to be met by you. There is a great difference between saying your piece to yourself and looking some one in the eye as you talk. If you must speak to an empty chair, imagine that you really are speaking to some one in it.

Look up all cross references as you meet them in reading any part of the book. In that way only will you get the most comprehensive and commanding knowledge of it.

**Outline talk**  
**Talk outline** 56 Outline the talks you learn so that you can adapt your words to circumstances met, without omitting any point of great importance. Then too, if you keep in mind an outline of your talks, your experience will suggest changes and additions which will prevent it from becoming dead when it must be kept alive in order to be effective. For outlines see Table of Contents and §340.

## II. STUDY SAMPLES

**Sell yourself** 57 You must not only know the book; you must also know your goods. Take each of your samples, and make it a matter of careful study. Read its description in Chapter VI, and as you proceed, with the samples before you, try to see a reason for every statement made. Fit the description to the utensil and the utensil to the description in such a way that when you afterwards describe it you will speak with vividness, with naturalness, and with meaning ringing in every word (§273).

**Practice pays** 58 But mere theoretical study of the samples is not sufficient. You must perform some practical experiments. Put each of your samples to some practical use if you can. At any rate, make coffee in the Coffee Pot and perform the tomato experiment in the Handy Kettle (§90, 95, 169) even if you have previously witnessed such a test. If you later make the test in your territory, the experience at home will insure its expeditious and successful performance. If you do not expect to make it in your territory, a test performed at home will, by confirming and developing your intelligent confidence in the ware, more than compensate you for the time consumed in making it. Furthermore, it will be an advantage to you in any territory to be able to say that your sample kettle has actually been burned and cleaned (§431).

Under whatever circumstances you expect to canvass, 59  
 you should carry with you a vessel that has been burned and  
 then partly cleaned. Whether or not you make the regular  
 tomato test in your Handy Kettle, we therefore advise that  
 you perform the following as one of your home experiments.  
 Take the cereal pan of the Egg Poacher combination and  
 half fill it with tomatoes, mostly pulp and very little juice.  
 Cook them over a slow fire until they burn fast to the bottom  
 and sides. Then remove as much of the mass as you can get  
 out without scraping or uncovering any part of the surface  
 of the pan to which the tomatoes have burned. The purpose  
 in putting in so many tomatoes at first is to get them to burn  
 up along the sides. You now remove part of the mass to ex-  
 pedite the final burning. Putting the pan back on the stove,  
 continue the heat until a complete char is produced (§92).  
 Then tilt the pan, pour in boiling water till one-half the bot-  
 tom is covered (being careful to get no water on the tomatoes  
 in the other half of the pan), let it soak a few minutes, and  
 then with a wooden spoon clean the part that has been cov-  
 ered with water. Make an effort to get this part of the pan  
 as bright and clean as when new. This pan, then, with the  
 burned half contrasting with the clean, will prove a very  
 effective, concrete argument in your canvass (§65, 145). **Concrete proof**

In the pan put a few dents. At the end of your canvass 60  
 you can straighten out the dents and sell the pan.

Get an enamel pan of the same size as the cereal pan 61  
 and subject it to the same treatment as the aluminum pan.  
 The glass coating which flakes off the enamel pan collect and  
 place in a small bottle. This bottle may be carried in your **A "cracked" argument**  
 vest pocket. The cracked glass is a powerful argument in  
 favor of the use of "Wear-Ever" ware (§146, 286, 309).

### III. OUTFIT

Before entering your field, you should have a case for 62  
 your samples and a cloth bag for each individual sample. A  
 black sateen cloth neatly hemmed may be used to separate

**Sample case** the Handy Kettle Steamer from the vessel under it, and also to serve as a background on which to exhibit samples during  
**Cloth bags** canvass. The sample case, bags and strips of cloth may be secured from the Company (§419, 420).

**63** In the sample case should be included samples of bauxite, purified aluminum ore, sheet metal, testwires and enamel utensils (§18, 22-24, 40-47).

**64** You should carry a tape measure with which to measure ovens to see what size roaster may be ordered and to determine sizes of other utensils in case a woman wishes to secure utensils like those she already has, or parts of such utensils. An automatic spring measure is more convenient than a loose tape measure. The measures should be used in accordance with suggestion made in §344.

**65** Get a wooden spoon and cut off its point (§59, 90, 91).

**66** Prepare your Catalog. Cut out of old magazines a few advertisements which give the prices of percolating coffee  
**Catalog** pots and of high grade enamel ware. Read these carefully yourself and be ready to make use of the inferences which appear between the lines (§283, 284).

**67** See to it that your Letter of Credit has been filed with and approved by the Company (§408).

**68** Ascertain whether or not the Company can furnish you with an old order book for your territory (§105, 418).

**69** Secure general letters of introduction and recommendations from leading clergymen or college president. If you can do so, get personal letters of introduction to persons in your territory (§129).  
**Letters of introduction**

**70** In short, be thoroughly prepared beforehand.

Tear a page from German History. Von Moltke is aroused at midnight by some one with the announcement that war with France has been declared. "Look in the upper right hand pigeon-hole of my desk," calmly said the great general. "You will find there some papers that will tell you what to do." Then he rolled over and went to sleep again.  
**An open secret**

Regiments are in motion within an hour, a whirlwind campaign checkmates every move made by the astonished French, and Napoleon III is toppled from his throne.

The secret of a successful campaign, in war or in business, is a man who is thoroughly prepared.

## CHAPTER IV

### BEGINNING WORK

#### I. PLANNING CAMPAIGN

Upon entering your territory one of the first things to do is to locate yourself as comfortably as possible. Inasmuch as hotel expenses eat up an unnecessary per cent. of profits we advise, as a rule, that you locate in a first class boarding house or influential private family. If possible, find a place where you may have use of a telephone. Often it will be necessary to room at one place and board at another; and this is not a bad arrangement inasmuch as it enables you to start two circles of influence. **71**

**Location in field**

In trying to avoid unnecessary expense, you should be careful not to go to the extreme of trying to live too cheaply. To do your best work you will need food that is well selected and well cooked, and it will be worth while to pay what it costs.

Towns or cities which are being canvassed by two or more men should be divided into parts, so that each man will have definite and distinct territory. Only by following such course can the town be worked without confusion and thoroughly. **72**

Cards of introduction to women who reside in a portion of the city not assigned to him should be exchanged by salesman for cards to women in his section. Sometimes, though rarely, circumstances may justify the exception to the rule.

**Divide towns**

If you work in the country, provide yourself with a bicycle. Better, secure the use of a horse and buggy. Payment frequently may be made with utensils—thereby securing the use of bicycle or of horse at almost half rates. **73**

The man who aims at nothing in particular usually hits his mark. In beginning work in a new field, you must look ahead before you step; before you act—you must plan. Therefore, get all the information you can about your territory; know whether or not it has been canvassed, learn whether or not the Company can furnish you with an old order book containing the names of those who are using aluminum ware in your territory, learn the names of the strongest churches and the names of some women in each. (§324). Know **74**

**Plan plus Push**

what are the leading local industries and interests, know who are the principal ladies of the city and the different organizations of women.

**Sources of information** 75 To secure this information as well as to find a good location when you first enter the territory, call upon the Secretary of the Y. M. C. A., if there is one in the city. Talk with the Post Master if the town is a small one, or enter a drug store and make the necessary inquiries. In some places is to be found a Women's Exchange, at which you may be able to secure data which will prove of great value to you. Go to the Town Hall and get the assessor's tax list, which contains the houses in the city arranged in the order of streets. Sometimes these lists are printed and may be secured upon request; sometimes they must be copied. The telephone book and city directory will furnish the names and addresses of of people. Usually, however, these names are not arranged in order according to streets and residences.

**The block system** 76 These aids you should use in planning your campaign. The information furnished by them will enable you to do the work systematically, thoroughly, and rapidly. Much time is saved by planning to call upon the houses in the same block or street at one time if you have cards of introduction properly arranged, and if you secure more cards as you canvass the block. If, in some cases, you cannot secure cards of introduction to every lady in the street, learn the names from neighbors canvassed and proceed without cards of introduction, tactfully using the names of the ladies who have given you orders or the names of neighbors. (§352).

77 Of course, you must be careful in beginning work, to start spheres of influence in as high places as possible. To do this, you should go to all parts of the town if necessary in order to secure the names of the leading ladies of the town.

**Make haste slowly** Consequently it pays to make haste slowly in canvassing those ladies, the influence of whose names you are most anxious to have in your favor. Be sure you can talk intelligently and interestingly about aluminum ware before you approach them.

78 To gain experience in presenting your samples, canvass first some of the middle class of people—people with whom interviews are secured more readily than with the richer class

and whose orders, if missed, do not mean as much to you as would the orders of the few ladies of great influence in the city.

Your plan of action and the prosecution of it must be determined by the character of your territory. Territory may be classified as (1) **New Territory**, (2) **Territory Previously Canvassed**, (3) **Territory Containing Stores Which Sell Some Aluminum Utensils**. 79  
Territory classified

The studying of the principles of procedure in each of the three kinds of territory named will enable you to "plan your work and work your plan" in the territory assigned you.

## II. PROCEDURE IN NEW TERRITORY.

Your first step upon entering your territory—whether it is old or new—is to make the right kind of a test and secure the strongest possible testimonial. Such a test is so nearly essential to successful work that you should not begin canvassing without it unless it is absolutely impossible to find a place to make it. If you cannot make a test in your territory, be sure to carry with you the results of the test made at your home or boarding house. 80  
Make a test

By a test is meant such a practical exhibition of aluminum cooking utensils as will demonstrate beyond all doubt their superiority over other ware. If you could make people believe all that you may truthfully claim for "**Wear-Ever**" ware, little difficulty would be experienced in its sale. To make a complete demonstration in the kitchen of every woman you canvass would be one way to establish your claim. But you do not have time to do that. Instead, therefore, you make a test in the presence of responsible persons whose word must be respected by the community at large. 81

Besides demonstrating in a practical way the use of the coffee-pot, tea-kettle with inset, griddle and other utensils, the special object of the test is to prove: (1) That under conditions that will cause food to stick and burn in an enamel vessel (granite, agate, porcelain, etc.,) the same kind of food can be cooked in an aluminum vessel without stirring and without burning; and (2) That although food will burn in an 82  
Purpose of test

**aluminum vessel** if it is allowed to cook dry, the vessel will not be injured in the least even if the food in it is burned to a char. (§281).

Such claims, if unsupported, would be incredible to most women. They know from sad experience that rice, oatmeal, etc., will burn when cooked down in an enamel pan, even when covered with liquids. They know also that such a pan is generally ruined when anything is burned in it. To give you support for claims which are so foreign to ordinary experience is, therefore, the main object of the test.

- 83** In addition to seeing the test, every intelligent woman will wish some explanation of the facts, and this explanation is to be found in the heat conductivity and the high specific heat of aluminum (§28, 29). Whenever a utensil of almost any other material is placed over a stove or burner the bottom is by far the hottest part of the vessel, and while the particles of food may be cooking over the bottom, there is not sufficient heat along the sides and near the top to cook the food thoroughly at these points, and it will burn in the lower part of the vessel; hence the necessity of continual stirring in order that each particle of food may, in its turn, be brought to the position where it will cook, and also that it may not be allowed to remain there sufficiently long to burn it (§28, 29).

**Important  
explanation**

- 84** In the case of "Wear-Ever" utensils the heat conducting power is so great that almost the instant the vessel comes in contact with the source of heat, the heat runs all over it, so to speak, the great specific heat stores away large quantities of it within the metal itself, and so holds it there that with a continuous and even source of heat, the vessel becomes practically as hot at the top as at the bottom and is so kept in this uniform condition, that while there is not sufficient heat anywhere to burn the food, yet there is sufficient heat everywhere to cook it nicely. Thus it is found that food is cooking at all points at the same time, and without the necessity of stirring and with little danger of burning (§142, 263).

**Why food  
does not  
burn readily**

- 85** When we make the statement that all kinds of food may be cooked in an aluminum vessel without stirring and without danger of burning, it must not be construed to mean that it is impossible to burn anything in it. This property of aluminum, as before stated, depends on the power of the metal to conduct away the heat from the point of contact

**Possible  
not probable**



and to store it up within the metal. If, therefore, the heat is applied more rapidly than the metal can conduct it away, and in larger quantities than the metal can store up, this surplus heat is sure to accumulate about the point of contact and thus raise the temperature there (over the bottom) so high that the FOOD WILL BURN. Neither must our statement be construed to mean that the food will not burn even if the kettle is allowed to cook dry. This, of course, goes without saying.

Two precautions, then, must be observed to prevent food from burning:

- (1) Never allow the kettle to cook dry.
- (2) Never have more heat than is necessary to cook the food thoroughly from the top to the bottom of the kettle.

**Particular  
directions**

Ascertain by inquiry who is the one lady in the city or town who from a social, intellectual and philanthropic standpoint is the best and most favorably known, and whose name will give you admission into every home and whose word will be accepted as law. Go to her and give her a clear, tactfully-presented statement of your business. Explain what you claim for your utensils (and this means clear-cut ideas of your own) and state that you wish to establish these claims by making a comparative test of "Wear-Ever" and other cooking utensils before some one who is perfectly reliable and whose testimonial will be accepted by everyone. First obtain permission to make the test in her presence in her own kitchen; and when she has agreed to this, ask if she will not kindly invite some of her most influential friends to be present at the test. She is more likely to favor you if the request is made in this way than if you intimate from the start that you wish others to be present. To pay her in part for her time and inconvenience caused her, offer a kettle or a saucepan at your first delivery upon condition, of course, that she sign the testimonial (§352).

**86**

**Arranging  
for test**

In speaking of the testimonial, be sure that she does not get the idea that you will ask her to recommend goods that she has never used. Be careful to have her understand that what you ask her to sign will be a mere statement of what she has seen with her own eyes. It is important also to assure her that you will not take advantage of the occasion to bore anyone for orders; that, while you will be glad to accept any that are offered, you will not ask for them.

**87**

**A caution**

**Tests before women's clubs, etc.** 88 You may secure excellent results by making tests before Women's Clubs, Women's Unions or similar important and influential organizations found in many cities and towns. Less difficulty is generally experienced in securing permission to make the tests at the headquarters of such organizations than in private homes, and the testimonials thus obtained carry great weight, because the Clubs or Unions, as a rule, are widely known.

(1) MAKING THE TEST

**Be prompt** 89 On the day set for the test be on hand early and have everything in readiness before the appointed hour. To save time begin the cooking of tomatoes when the first two ladies arrive. They will be your witnesses that all conditions were exactly equal. Don't let things drag, but bring the test to a close in the shortest possible time. Keep talking and hold attention from the start to finish. This can be done by explaining the use of the different utensils, by talks on the heat conductivity and specific heat (§27, 28, 83, 85), the durability, purity, etc., of aluminum, and by using the test-wires in the manner suggested under "The Canvass" (§147, 277, 289).

If time permits, all the following experiments should be performed. They are named in the order of their importance, however, and if any are omitted they should be the last named. The first is of vital importance and should never be omitted.

**Burning tomatoes** 90 Arrange for the use of a gas or oil stove. Provide yourself with a can of tomatoes, a wooden spoon, and an enameled pan having a diameter across the bottom as nearly as possible the same as that of the Handy Kettle Steamer No. 5. (If you use No. 7, you of course should have a pan corresponding with its bottom diameter). Put equal amounts of the tomatoes into the pan and the Handy Kettle Steamer. Do not get more of the solid parts or of the liquid in one vessel than in the other. The solid parts should be cut into pieces and spread evenly over the bottoms of the vessels. Time will be saved if the depth of the tomatoes in each vessel is only about a half inch. Turn two of the burners to the same height, having the ladies assist you with their judgment, and then at the same time place the enamel pan and the Handy Kettle over them. In this experiment much de-

depends upon having all conditions exactly equal, and to guard against any possible failure to have the same heat from both burners it is well to have the vessels exchange places every few minutes. It is almost impossible to heat evenly the surface of a wood or coal stove, and in case you are compelled to use such a stove, it is absolutely necessary to observe the above precaution.

**Conditions  
alike**

The aim in the first part of this experiment is to show 91 that without stirring or burning you can cook the tomatoes in the Handy Kettle down to the point of dryness. Observe, however, that we say to that point and not beyond it. To make sure of not passing beyond it, occasionally uncover with the wooden spoon a small surface on the bottom of the kettle and study the condition of the tomatoes, but always be careful to re-cover the spots. Before the tomatoes are cooked dry in the aluminum vessel and before they burn or scorch in the slightest degree you will find by feeling with the spoon that those in the enamel pan are burning fast to the bottom. By the time the tomatoes are cooked dry in the Handy Kettle and when they are just ready to burn, but before they do so, you will find those in the other vessel badly charred. At this point remove both from the fire and give all the spectators a chance to note the difference. And here there will be many hearty exclamations of surprise, if you succeed in bringing out the contrast as you should.

**Thus far  
together**

The remainder of this experiment is to show that the to- 92 matoes can be charred in the Handy Kettle without injuring it. The ladies already know what will happen to the enamel pan if badly burned, and so you are done with it. You set it aside, but the "Wear-Ever" vessel with the tomatoes spread evenly over the bottom you put back on the stove. Before doing so, however, or at the same time, it is well to turn the burner comparatively low. Continue the heat until the tomatoes are burned to a complete char. The object is to get as bad an appearance as possible and on every part of the bottom of the kettle. When this is accomplished, show the kettle to the ladies, but do not delay at this point until the kettle cools to a considerable degree. It will be harder to clean if it does. Pour boiling water into the kettle until the burned part is entirely covered. Lock the cover over the kettle, turn up the fire and boil vigorously for about a min-

**Aluminum  
kettle alone  
can take  
this test**

**Quickly  
cleaned**

ute. This done, dig into the burned mass with your wooden spoon, and ordinarily you will surprise and delight your spectators by being able to clean the kettle entirely in less than a minute. If the burn should be an exceptionally bad one, some particles of the tomatoes may adhere rather obstinately. In that case, pour boiling water into the kettle, set it back on the fire and boil hard for several minutes. Then try the spoon again and the cleaning is likely to be completed. Should anything yet remain, however, wash with Sapolio. To save embarrassment at this point it is usually well to state when you start to clean the kettle that it is sometimes necessary to let it soak for a short time. Such a statement will serve to heighten the effect if all the burned tomatoes come out at the first trial.

- 93 Inasmuch as most accidental burnings of kettles occur over the ordinary cooking fire, it may seem unfair to lower the fire before the final burning in the test. It is, therefore, well for you to know why this is advised, though the explanation which involves something of a digression from the main issue should perhaps not be given when making the test, unless you are asked why you lower the fire or feel that you aroused some distrust by doing so. In such cases you should give the following explanation: It would not hurt the kettle if it were burned without lowering the fire and it could be easily cleaned. The card "Care of Aluminum Utensils" which accompanies every vessel sold, tells how. Pour boiling water into the vessel and allow it to soak an hour or two. In other words after the most severe burning in actual practice, the utensils clean as perfectly in an hour or two by soaking as they do in a few minutes after the test when the test is made with the burner turned low. If you could set the vessel away to soak for an hour or two after the test, we would advise keeping the burner turned high to the end; but you could not do so, for your spectators would become weary and leave before you had finished. Although it takes longer to burn the kettle over a low fire, time is saved in the end by doing so and for that reason we advise that such fire be used.

**Why  
lower fire**

- 94 At the beginning of the demonstration place the tea kettle only over a moderate fire empty. After it has become well heated dash a half-pint of cold water into it at intervals.

The spectators, who know that the sudden contraction thus produced would ruin an ordinary tea-kettle, will be surprised to find that it does not injure the aluminum tea-kettle in the least.

Have one of the Ideal Percolating Coffee Pots at hand 95 and after washing it with a little hot water make coffee in it according to the directions on the accompanying card. By making this experiment just after you set the tomatoes back on the stove to burn them, you maintain interest and attention while they are burning. Be prepared to give at this time a brief talk explaining the principles involved in the construction of the pot (§42). Have cups, saucers, sugar and cream at hand, and give every lady who is willing to do so a chance to taste the coffee. By making this experiment you not only show how easily the pot is manipulated, but you give a better idea than you could in any other way of the deliciousness of coffee made in such a pot (§172, 317).

**Making  
coffee**

Put a pint of milk in a small saucepan and without stirring 96 boil it down to a half pint or less. The object here, to show that this can be done without scorching or burning, is similar to that of the first part of the tomato experiment; and yet seeing the result with the tomatoes, the spectators will be surprised to see that the milk can be boiled in this way. By all means make this experiment. It is simple and it will add a great deal to the impression made by the tomato experiment. If by chance you should make the saucepan too hot or continue the heat too long and thus scorch the lower part of its contents, impress upon the ladies the very important fact that a scorched taste is not imparted to any part of the milk, except that which has actually been scorched. This holds true not only with milk, but also with every other article of food cooked in aluminum.

**Boiling  
milk**

Heat a "Wear-Ever" griddle until it sizzles when 97 touched with a wet finger. Then cut down the heat nearly half and it is ready for use. Prepare the batter according to the following recipe:

Two eggs, two cups of flour, two and a half teaspoonfuls 98 of baking powder, two tablespoonfuls of sugar, two cups of milk, butter size of a walnut, a little salt. Beat the batter until it is perfectly smooth. Unless you have had experience in such matters, it would be advisable to have some lady mix

**Baking  
cakes**

the batter for you. Without using any grease whatever place the cakes on the griddle and, if the heating has been properly managed, you'll have no trouble. The cakes will not stick, there will be no smoke nor odor and you'll be able to brown them in a way that will delight the spectators. Serve cakes with maple syrup.

**99**      We strongly recommend the use of the above recipe. Cakes from other batters can be baked without grease, but **Use this recipe** not so successfully by an inexperienced person. It may not be advisable for you to state voluntarily that you use a special recipe, and yet if you are asked for it do not hesitate to give it.

**NOTE.**—When washing the utensils after the test try to avoid getting any water on the polished outside surfaces. It will not hurt them, but it will not leave the polish as people expect to see it on samples.

## (2) SECURING TESTIMONIAL

**100**      The purpose of the test will not have been met if it ends in convincing those who witness it. You want to convince those present as a step towards convincing others. It is therefore important that you secure a strong testimonial at the test. And here you must lose no time. You will find the spectators disposed to withdraw as soon as you have cleaned the burned kettle. Accordingly, the moment you finish with the kettle, you should present your testimonial. If you have performed all the experiments, we suggest you use the following form. If you omit some of the experiments, you, of course, will have to leave out of the testimonial the paragraphs that refer to them.

PITTSBURGH, PA., June 12, 1912.

This is to certify that we have witnessed a thorough test of "Wear-Ever" Aluminum Cooking Utensils.

Equal quantities of tomatoes were placed in an Aluminum Kettle and an enamel pan of the same bottom diameter. Both vessels were then placed over the same heat and the tomatoes in each cooked down to the point of dryness. By this time those in the enamel pan had been badly burned, but those in the Aluminum Kettle had not stuck or burned in the slightest degree.

**Form for  
testimonial**

After having been cooked dry, the tomatoes in the Aluminum Kettle were heated until they were burned into a complete char. In spite of this excessive burning, the Aluminum Kettle was cleaned perfectly in less than a minute with the use of boiling water only and a wooden spoon. A pint of milk was placed in an Aluminum Saucepan and actually boiled down to less than half a pint without stirring and without scorching or burning.

After an empty "Wear-Ever" Tea Kettle had been heated very hot we were surprised to see cold water dashed into it at intervals without injuring it in the least.

Cakes were baked and browned to any shade desired on a sheet Aluminum Griddle. No grease was used; thus all smoke and burnt grease odors were avoided.

Delicious coffee, clear and free from grounds, was easily and quickly made in a steam-tight Ideal Percolating Aluminum Coffee Pot.

Much will depend upon the manner in which you ask the ladies to sign the testimonial. In most cases perhaps it will be well to proceed somewhat as follows: "I trust that you will pardon me for detaining you a minute more. I wish to call upon some of the more influential ladies in your city and explain to them the merits of this ware. Naturally, they will not believe me if I simply tell them the things that have been proved to you, and of course, I cannot stop to make a test in every home. Had I, as a stranger, come to your house a week ago and told you what your observation has proved true, you would have not believed me; and I could not have expected you to do so. Now, I am not going to ask you to recommend aluminum cooking utensils (that would not be fair), but surely you will not object to signing a brief statement as to what you have seen with your own eyes. To save time I prepared it beforehand and it reads as follows: (Here read the testimonial slowly and distinctly). You see there is nothing in it which commits you in any way whatever—a bare statement of facts. Will you not sign it, please?"

How to ask

At this point the most generous hearted woman present will usually volunteer to do so, and the others will quickly follow her example. The testimonial should be typewritten, and as a rule there should be two or three copies. If you have only one it is likely to become badly soiled before you finish your canvass.

Three copies

If any of the ladies find it absolutely necessary to leave after the test is practically completed, as a rule they will sign the testimonial if you call on them the next day and show the signatures of the other ladies.

### (3) SECURING CARDS OF INTRODUCTION

Important as it is to secure a testimonial at the test, it is just as important to secure cards of introduction from the ladies present.

To-day, after the test, the women are enthusiastic in their praise of aluminum and are willing to sign cards; tomorrow they may not be willing to do so. While the testimonial, then, is being signed state that some homes are closed to you since articles have been sold which were not what they were represented to be, and many people have come to look with suspicion upon all salesmen. You are sure, however, that if opportunity offered undoubtedly there are many other ladies who would be as pleased to see the ware as are those present. Many ladies elsewhere have been so kind as to fill out cards of introduction to some of their friends by means of which you have been enabled to show the utensils to ladies to whom otherwise you would have been unable to gain access. All you wish is an opportunity to show the goods. Do not give the ladies a chance to say, "No, I do not like to sign cards," but continue: "Now please do not misunderstand me. I do not desire you to recommend me or the articles I represent. The cards will merely insure me an opportunity to show others that which has been proved to you. And I promise you that I will not abuse the privilege you give me—that I will not make myself a bore, but rather always endeavor to conduct myself as a gentleman who respects the kindness you have shown him."

**Strike while  
iron is hot**

**104** Frankness, sincerity and earnestness will inspire a confidence in your integrity which will be the very corner stone of your success.

Give each lady a dozen or more of your calling cards, similar to the following. If you are a student it may be well to have the name of your college in small type in the lower left hand corner.

Calling card

MR. J. W. BROWN



Have her write the name of a friend at the top of the card and just above your name the word "Introducing" and then sign her name at the bottom of the card. When filled out the card will look like this:

*Mrs. James R. Cooper,*  
*Introducing 27 Front Street.*

MR. J. W. BROWN

*Mrs. L. F. Jones.*

Introduction  
card

Ordinarily you will have no trouble in getting such cards of introduction at the test. Often the ladies will vie with each other in filling out the greatest number of cards. In fact, it is not unusual for our men to get from seventy-five to one hundred cards at a single test. (See also §304, 305, 324, 352).

### III. PROCEDURE IN OLD TERRITORY

Do not think that because the territory which you enter has been canvassed before it is unnecessary to conduct a demonstration, as suggested in Sections 90 to 99; for from a well conducted test waves of influence go out in your favor, and in making it you get many cards of introduction—more than you can get in any other way at the beginning of your work.

105

Make test

A demonstration should be conducted by you, not only at the beginning of your work, but whenever you enter a new section of a city or township. Men who have been most successful in cities make demonstrations in every block.

For a number of years we have had our salesmen forward to us duplicates of order books, and if we have such a book for your territory it will be mailed to you upon application a few days or a week before you begin work. It will cost you nothing but the expense of returning it when you no longer need it (§418). This book will serve as an excellent guide in beginning work inasmuch as it contains the street address of, and the number of utensils purchased by, each person

whose name appears in it. With its help you can start your canvass at once, easily, naturally and probably with profit from the first. You should first call on former purchasers, most of whom you will find ready to give additional orders, references to friends (§134, 353, 354), and signatures to testimonials. The importance of the latter must not be overlooked. Get a utensil which has been used several years and carry it with your samples. Secure as many names as possible to testimonials concerning particular utensils and the ware in general. Coming as they do from persons who have used the ware a year or more such testimonials will carry great weight with those who have not used it. Have these testimonials printed or typewritten and paste them in your order book (§321).

**Get old  
order book**

**And  
testimonials**

106 If your territory has previously been canvassed and if we are unable to give you the names of the purchasers, it is likely that by personal inquiry you can learn the name of at least one lady who is using "Wear-Ever" ware. Call upon her and the chances are that she will give you the names of relatives and friends who purchased when she did. Your procedure will then be the same as that suggested above.

**Personal  
inquiry**

107 The fact that many men return to territory previously canvassed by themselves is the strongest possible testimony to the worth of old territory. Men whose names we shall be glad to furnish any who desire to verify this statement have worked in the same territory six successive years with increasing success each year. And is it not reasonable to expect that, if the ware has been used in a community and has given satisfaction, little difficulty will be experienced in selling more utensils in the same territory? For people who have learned the worth of "Wear-Ever" utensils purchase more, and those who have been almost persuaded by a previous canvass are wholly convinced by the experience of their neighbors and friends. Year after year salesmen have built up their success upon the fact that utensils which have been used in the community have given satisfaction. Utensils which have been used for a number of years and which have been carried by salesmen in their canvass as evidence of the durability of aluminum ware; testimonials which, by

**Experience  
silences  
doubt**

the aid of duplicate order books, readily have been secured from old customers; the demonstration conducted at the St. Louis Exposition and the award of the highest merit there given to **"Wear-Ever"** aluminum utensils; and the extensive advertising done by the Company in magazines—all have inspired in people a confidence in **"Wear-Ever"** ware, and consequently in men who sell such ware, which is not enjoyed by books and book agents.

Award of  
highest merit

No argument in favor of any proposition is stronger than **"It works—it has given satisfaction"** (§381).

#### IV. PROCEDURE IN TERRITORY IN WHICH STORES SELL ALUMINUM WARE

**"Wear-Ever"** Salesman's Specialties are not sold in 108 stores. The Specialties include Handy Kettle Steamer, Handy Kettle, Handy Sauce Pan, Percolating Coffee Pot, Combination Steam Egg Poacher, Omelet Pan, Tea Kettle with Inset, Combination Roaster and Steam Cooker, TriPLICATE Sauce Pan, Chain Percolator, Strainer, Roaster Cup Rack, Gem Rings, Thick Sheet Griddle. And new Specialties are added to the line from time to time.

Specialties  
in no Stores

The demand for **"Wear-Ever"** utensils, created by 109 demonstrating salesmen, caused stores, first in cities and then in larger towns, and finally in smaller towns, to insist on having aluminum utensils bearing the **"Wear-Ever"** trade mark. If the stores are denied **"Wear-Ever"** utensils or if they do not realize that there are different kinds of aluminum utensils, they put on their shelves aluminum utensils which in some cases do not give satisfaction, and which, therefore, destroy confidence in all aluminum utensils and render difficult the sale of Specialties by inexperienced salesmen. In order, therefore, to safeguard the future sale of **"Wear-Ever"** utensils and the interests of Specialty salesmen, **"Wear-Ever"** utensils—excepting the Specialties—have been placed in stores which desire to carry them.

Stores  
Advertise  
**"Wear-Ever"**  
Trade Mark

Thus there are two different departments of **"Wear-Ever"** business, the Specialty Department and the Trade Department—the success of each built upon the **"Wear-Ever"** trade mark.

Any words or works, therefore, which bring the "Wear-Ever" trade mark to the favorable attention of housewives increase profits for the store and for the salesman.

**Demonstration  
Best  
Argument** 110 A demonstration conducted in the home or in a store, an advertisement in a magazine or in the local newspaper, the good word for "Wear-Ever" utensils uttered by a woman who has bought a utensil at a store or from a salesman—all help to create business for both departments. The store is helped by the personal presentation work of the demonstrating salesman who calls on the housewife. The salesman is helped by the confidence inspired by the fact that the store handles utensils bearing the "Wear-Ever" trade mark and also by publicity given to the "Wear-Ever" trade mark.

No plan of creating demand, no way of increasing business equals that of personal presentation, of actual demonstration in the home of the worth of articles offered for sale.

**Personal call  
gets most  
business** 111 Insurance is sold by mail; magazines are sold at news stands; books are bought at stores; and yet the greatest successes in selling these "products" depend upon the personal call. And the profit of the salesman who makes the call—of the man who gets the business—should be and is greater than that of any other "factor" in the distribution of the product.

The law holds good in the case of the "Wear-Ever" salesman.

**Magazines  
Inspire  
Confidence** 112 Since the magazines in which "Wear-Ever" utensils have been advertised guarantee theirs readers against loss in dealing with manufacturers who advertise in their columns, readers of such magazines have confidence in the salesman and in his samples provided they see the "Wear-Ever" trade mark.

Then too, calling attention to the fact that the "Wear-Ever" Specialties are not sold in stores, will prevent a woman from saying to herself that she will order some aluminum utensils from a mail order house or the next time she goes to the city.

113 Thus, by calling attention to the "Wear-Ever" trade mark in magazines and on your samples you gain for yourself confidence when working in any territory. And if you are

working in territory in which stores handle "Wear-Ever" ware, confidence in you and in your samples will be increased by calling attention to the fact that the store handles the main line of "Wear-Ever" utensils but that you have some "Wear-Ever" Specialties which are not sold in stores nor by mail order houses.

**Let  
Trade Mark  
Help You**

To call attention to the "Wear-Ever" trade mark is also the best way to meet the competition of other brands of aluminum utensils.

## V. CANVASSING IN COUNTRY

Ten years ago a few men selling aluminum ware worked in country districts. They were led to do so by the success met with in such territory by men who sell books and views. It seemed reasonable to suppose that if articles which are luxuries, rather than necessities, can be sold in the country, cooking utensils should find a ready sale in such territory. The sales made by such men and by men who in succeeding years devoted all their time to work in country territory has proved to be true that which at first was reasonable supposition. "Wear-Ever" utensils appeal to the practical sense of country people—who generally do their own cooking—more quickly than to the superficial pretense of many city people. Agents of all kinds visit the farmers less frequently than they do the cities and the farmers consequently have greater faith in humanity than do city folk. People who live in the country are more easily approached and more readily interested in articles of worth. Particularly valuable is territory in which can be used the testimonials and the names of those who use aluminum ware in adjacent towns or cities.

**114**

**Rich fields**

The expense incurred by canvassing in the country is much less than is necessitated by work in the city. A bicycle nowadays may be secured readily and at reasonable rates by exchanging for it some aluminum ware. Many times a sale is made by offering to throw off twenty-five cents for dinner, or a dollar for a room for the night. The use of a team for delivery day is readily given in part payment for some utensils. All expenses paid in utensils are low, to say

**115**

**Expense low**

nothing of the fact that by so paying them you establish yourself on friendly footing with a customer who probably will give you an order which amounts to more than the service rendered to you (§73).

**Card system for country** 116 In country canvassing use the card system the same as anywhere else. Although the country people are, as a rule, easy to approach, the fact that you have a card of introduction immediately puts you on a better footing with them and they have more confidence in you and your ware than they would if no card were presented (§103, 104, 304).

**From city to country** 117 While in the city secure as many cards to people in the country as possible. After a lady has given you cards to all the ladies in the city she can think of then suggest the names of the country towns in the vicinity of the city and ask her if she knows of anyone in these country places who might be interested in aluminum ware. In this manner, by securing a card here and a card there, by the time you are through working the city you will have a very good list of names of people in the country within a radius of five miles of the city.

If you are located in a city from which trolley lines run to surrounding towns, you may make use of them and keep your headquarters in the city.

When working in this way be careful to keep within the limits of the territory assigned to you.

The experience of years has proved that country territory is good territory.

. "Vigilance in watching opportunity; tact and daring in seizing upon opportunity; force and persistence in crowding opportunity to its utmost of possible achievement, these are the martial virtues which must command success."—*Austin Phelps*.

## CHAPTER V.

### THE CANVASS

#### I. GAINING AN AUDIENCE

##### (1) IN NEW TERRITORY.

In seeking an interview, you always should know the **118**  
name of the person to be approached; you should, if possible,  
have a card of introduction to her (§103, 308); and always  
should have the strongest of testimonials, a neat appearance  
and gentlemanly manners (§272, 297). Be as polite and **Know name**  
considerate in seeking to show your samples as you would be  
if you were about to make a personal call upon the woman  
approached. This should be an unbroken rule of conduct,  
which if observed will guarantee that you leave few houses  
without either having shown your samples or having made an  
engagement to do so.

Approach the house briskly—just as if you had an ap- **119**  
pointment. If you walk as if you mean business, you will be  
surprised at the reaction upon yourself—you will become  
confident and business-like.

Set your sample case at the knob side of the door—so  
that it cannot be seen.

Stand near the door after you have sounded the bell; **Take off hat**  
then the usual deferential bow will not place you as far from  
the realization of your hopes as you would be if you stepped  
backward some distance from the door. Be sure, however, to  
take a step backward; take off your hat and leave it off  
while you speak to the lady. As you speak, look your pro-  
spective customer in the eye.

Do not show your samples at the door. Get inside. Do **120**  
this by interesting your prospective customer and thereby re-  
ceiving an invitation into the house, rather than by insisting  
upon admittance without first exciting interest (§298). If  
necessary, say something about the utensils—touching upon **Get inside**  
some point of interest which may excite curiosity. You  
should not, however, show samples until you are in the  
house and your prospective customer is comfortably seated.

- 121** When you address the person who appears at the door, say, "Good morning, is Mrs. Blank at home?" If it is Mrs. Blank, she will probably say, "I am Mrs. Blank." But if
- Proper emphasis** you are in doubt whether she is a visitor or the servant, ask with emphasis, "Are you Mrs. Blank?" This will prevent a woman from impersonating another for the sake of getting rid of a supposed unwelcome caller.

## FORMS OF INTRODUCTION

- 122** Salesman:—"Good morning, is Mrs. Blank at home?"
- Lady at door** "As you see, I have a card of introduction from Mrs. Jones, who has asked me to call upon you. I represent the Aluminum Cooking Utensil Company and am introducing some new "Wear-Ever" Aluminum Specialties. If you can spare me just a few minutes of your time, I should like to show them to you. Mrs. Jones has just given me an order for future delivery, also Mrs. Henry, and Mrs. H. D. Long."

Mrs. Blank:—"I do not care for any."

Salesman:—"That may be true, Mrs. Blank, but (pleasantly) two-thirds of the ladies who order say that they do not want them until they see them. Besides, it is my business to show and explain them; and whether you order or not, I promise to be gentlemanly and courteous and to go out just as pleasantly as I come in."

Mrs. Blank:—"It will only take your time. I do not care for any."

- General form of introduction** Salesman:—"That is true, Mrs. Blank—I know you appreciate my time and I appreciate yours; but I am advertising the utensils and shall be very glad to show them to you, for you may speak a good word about them to some of your friends. Your opinion of them may be worth more to me than many orders received later. It will take but a few minutes to show them to you and then I shall thank you for your time and be gone. That is fair, isn't it? Now, surely, you will take a few minutes to look at them, won't you, please? Thank you."

If you approach a prospective customer without a card, begin talking with these words, "I represent The Aluminum Cooking Utensil Company," or with the following: "A number of the ladies have told me that you would be inter-



ested in good cooking utensils, and I have called with a few samples of aluminum ware."

Mrs. Blank:—"I am very busy this morning. I haven't 123 time to look at your samples."

This may be true. Very often it is not. Endeavor to find out whether or not the excuse is real by trying to interest her and to excite her curiosity. Put her at ease as follows:

Salesman:—"Very well, Mrs. Blank. If you are busy, I will not take your time. I shall probably come back to this neighborhood tomorrow and if I do, will call on you then. But I am calling just now on those ladies only who appreciate good cooking utensils, and I am particularly anxious to have your opinion of them. I have just made a test at Mrs. Allbright's. Mrs. Emerson, Mrs. Goldsboro and Mrs. Maddock were there and, besides ordering many utensils, they gave me an excellent recommendation. They suggested your name and said that as you have only the best of things in your kitchen you doubtless would appreciate "**Wear-Ever**" ware. It would, of course, save me considerable time if you would look at them now; but if you are very busy, I can arrange to come later to suit your convenience. It will take only a very short time, however, to show you the utensils. So if you can spare five minutes now, I will come in and show you the pieces I have, if I may."

Reply to  
"very busy"

Of course, if it is evident that the lady called upon is 124 busy, you should not insist upon having an interview, but should make a definite engagement to show her the utensils at another time. Never say, "I will call again," but rather say, "I shall be passing this way about two o'clock today. Will it be convenient for you to see me then?" By making engagements you can provide for future work which will be free from the dread of approaching strange houses. If Mrs. Blank allows you to make an engagement, she will feel under obligations to you for your consideration of her convenience and upon your return you will find circumstances favorable to making a sale (§298, 308, 359).

Make  
appointment  
definite

If you cannot state the names of many neighbors who 125 have ordered utensils, the usual objection made in refusing to grant an interview may be overcome by saying, "I am just starting my work in your city and I shall appreciate your kindness in just looking at the utensils;" or, "In start-

**"Just starting"** ing my work, the favor of looking at the utensils will help me more than I can tell you, Mrs. Blank. May I not show them to you?" "Thank you." (§296, 315).

**126** If you have called upon a few ladies, speak as follows: "I am just starting in this section of the city—have called upon Mrs."—(Hesitate, so as to get Mrs. Blank to speak)—"the lady who lives in the second house above—the fine looking residence"—"Yes, Mrs. Allbright's. She was so kind as to give me a few minutes of her time and she suggested that I call upon you.

**A sly compliment** "You are the only ladies to whom I have been referred. It helps me wonderfully if you ladies simply look at the ware. And Mrs. Allbright says she is sure that you are interested enough in practical things for the kitchen to enjoy looking at the utensils."

**127** If Mrs. Blank still insists that it will be useless for you to show her the utensils, etc., you may say, "Do you know, Mrs. Blank, just the other day, on the other side of the city, I called on a Mrs. Brown, who greeted me pleasantly and said that she desired to see the "**Wear-Ever**" utensils. Of course such a greeting is likely to be followed by the purchase of some utensils. She had heard about the utensils from a friend of hers that I had called upon some time before. And that friend had used almost the same words that you have just spoken—"That she knew she would not buy anything," etc. I told her that I would not ask her to buy anything—and I did not—I simply showed her my samples, as the Company I represent ask me to do and thanked her for granting me the favor of looking at them. Now I do not suppose, Mrs. Blank, that you are in actual need of cooking utensils. But it may help me more than you know—It will help greatly to get started in this part of the city, if I can say that I have shown the utensils to you and that you were pleased with them. Will you not look at them, please?"

**Same here**

**Smile** Whatever you say, you must keep talking until the coldness which always characterizes the approach of a stranger has been modified by the warmth of good natured conversation.

**128** If the servant appears at the door be as polite in addressing her as you would be in speaking to the mistress of the house. Thank her for presenting your card to the lady of

the house, etc. It pays to be polite to the servant inasmuch as in many cases in the realm of pots and pans her word is final. Servant at door

Servant:—"Mrs. Blank is very busy and wishes to know why you have called."

Salesman:—"I am sorry Mrs. Blank is so busy. Do you not think, however, that she can spare just a minute or two to see me, since Mrs. Allbright has asked me to call? Of course, I can call again, but will you not speak to her again, please, and tell her that I will detain her only a minute? Thank you." 129  
Try again

Do not state your business to the servant. If Mrs. Blank replies to the second message that she is too busy to see you, thank the servant and leave, stating that you will call again. The mood and frequently the character of the lady is reflected in the face of the servant. Hence, observe carefully the mood and expression of the servant. If you think that there is the least hope of securing an interview, as you depart leave with the servant for Mrs. Blank a letter of introduction (§69). Tell the servant you will call the next day to get the letter and to see if Mrs. Blank will not then state some time when it will be convenient for her to see you. If you have sent Mrs. Blank a card of introduction—any card other than your personal calling card—ask the servant the second time she goes to Mrs. Blank to "Please return the card." Double introduction effective

The following introductory remarks may be used when the lady enters the room:

Salesman:—"Good morning, Mrs. Blank. I suppose you wonder who I am. Mrs. Allbright has given me a card of introduction to you. I am finding a great deal of pleasure in introducing "Wear-Ever" aluminum utensils in your delightful town. Mrs. Allbright says she knows you are an ideal housekeeper, and even though you shouldn't order anything, you would enjoy looking at them. Now, I left my samples at the door, not knowing whether or not you would be able to see them at this time." (By anticipating this usual excuse of Mrs. Blank, she is made ashamed to use it) (§355). 130  
First form

Or, instead of the foregoing, the following form may be used:

Salesman:—"I have been referred to you by Mrs. Jones." (If card has been used, say, "As you see by the

**131** card presented, I have been referred," etc.) "I have just started in your city (or, "in this section of the city") to introduce a beautiful line of aluminum cooking utensils. And the purpose of my call this morning is to ask if, some time when you are at leisure, you will give me a few minutes of your time. It will help me greatly to get started in my work." Without waiting for an answer, proceed: "Have you ever seen the "Wear-Ever" ware, Mrs. Blank? I thought that perhaps you had seen Mrs. Allbright's utensils—she has been using the ware for three years, I find." Say something which will get the lady to talk, if you can—something which will excite her interest. Then, when she says that she will be pleased to see the ware, say, "I left my samples outside. I thought that you might not be at leisure this morning; but if you are, I shall be pleased to show them to you now, inasmuch as I am here, and so save taking your time another day when you may be more busy than at present."

**Second form**

## (2) IN OLD TERRITORY—OBJECTIONS TO INTERVIEW MET

**132** Mrs. Blank:—"I haven't time to look at your utensils."

Salesman:—"It won't take more than a minute of your time, Mrs. Blank; and if you are busy in the kitchen, I will step out there, make my tests and be off, just as I did a few minutes ago at Mrs. Allbright's.

The word **tests** interests her, and she may say "Come in" "Tests" (§145, 147, 334, 336). If she cannot possibly see you then, make an appointment or try to amuse her by saying jokingly, "Well, Mrs. Blank, I must see you before leaving the city, and it will be more convenient for both of us to go through the ordeal now than to postpone it."

**133** Mrs. Blank:—"I do not need any more utensils."

Salesman:—"Mrs. Blank, I am pleased to know you are using "Wear-Ever" ware, and I am sure you will be glad to see my new utensils—Thick Sheet Griddle, a Tube to fit the Egg Poacher Combination, Gem Rings and some other new samples. You should have seen how surprised Mrs. Allbright was by the new Teakettle with Inset! I'd like to have you tell me what you think of it.

**New utensils**

If these remarks do not secure an invitation to come in, the following words may be used:

Salesman:—"Mrs. Blank, there are a great many people 134 in the town who haven't used "**Wear-Ever**" ware and as I am a stranger here, Mrs. Jones, Mrs. Allbright and Mrs. Prettyman and other ladies, have given me testimonials regarding the worth of the utensils they have used, and I feel sure you will give me your opinion of the ware, will you not?"

An appeal for assistance of this kind is seldom refused, **Appeal for opinion** and by means of it an audience readily may be secured. If she seems willing to express herself orally only, ask her whether she is willing to sign such statement if you write it out. Of course, in order to write it you must be seated by a table. (§353, 354).

Mrs. Blank:—"I have some aluminum ware which does 135 not give satisfaction."

Salesman:—(Surprised expression) "Will you not let me see the troublesome utensil, Mrs. Blank? If there is any defect in it, the Company I represent will be glad to make **Welcome opportunity** matters right with you—provided of course it is a "**Wear-Ever**" utensil. Will you not let me see it, please? Thank you" (§247).

The foregoing excuse frequently may be anticipated, 136 and should be if you find that in your territory utensils other than the "**Wear-Ever**" have been sold (§49, 265). In some cases "**Wear-Ever**" utensils may have been improperly used and consequently have failed to give satisfaction (§249, 382). **Knowledge insures satisfaction** You may gain an audience when you have reason to think that such is the case by stating that Mrs. Allbright had some trouble with her griddle, but that you had been able to show her how to use it properly and that now she is perfectly satisfied with it. Ask Mrs. Blank immediately if all her aluminum ware has given her entire satisfaction.

In approaching a lady who you know is using "**Wear-Ever**" 137 ware ask: "How do you like the aluminum ware you bought last year?" She will invariably say, "I like it very much." Then before she states one of the usual objections interrupt her with some such expression as, "Yes, that is what all the customers are telling me. Mrs. Allbright, on Linden avenue, says she wishes to have every "**Wear-Ever**"

## 54 Instructions to "Wear-Ever" Salesmen

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Specialty made. Mrs. P. K. Devers says she doesn't know how she ever got along without them," etc. Then suggest that you would like to show her your new sample outfit. "Yes, Mrs. Blank, we are now manufacturing a number of new Specialties and it will take only a couple of minutes to show them to you."

Here with a little skill you can get in almost every time. Just as you are saying the last few words reach down and take hold of the sample case just as if you expected to be invited in and she will invariably open the door.

**Emanuel  
movement**

Once in, the battle is on. You must talk to her as if you had never sold her a single utensil.

### II. SHOWING SAMPLES

#### (1) PRELIMINARY QUESTIONS

138 Before beginning your talk on any of the Specialties, valuable time will be saved by asking questions like the following:

Salesman:—"Have you ever used aluminum cooking utensils, Mrs. Blank?"

Mrs. Blank:—"No, but I have heard of them."

What and where Salesman:—"Yes, most people have heard of aluminum cooking utensils. They are becoming better known every day and their exclusive use in the kitchen seems simply a question of time—they have so many points in their favor."

If Mrs. Blank answers, "Yes, I am using aluminum ware," say, "May I ask if you are using the "Wear-Ever" brand of utensils—and where you bought them?"

If she states that she bought them at a store, you may know thereby that she has not the Salesman's Specialties. If she states that she secured them of a salesman who called at the house, it is best to ask what particular utensils she has and how she likes them.

If she answers, "No, I have never used any aluminum ware," say, "Doubtless you know something about aluminum, the metal."

If your auditor seems to know little about aluminum, or is she says she has simply read a little about it, show her your samples of bauxite, alumina and sheet aluminum. As you show them, tell her the story of how aluminum is manufactured and made into cooking utensils (§18, 22-24, 40-47). **Tell story**

By asking questions like those suggested above, you are enabled to know what specialties you should show to your prospective customer.

If you show her the samples of bauxite, etc., let your story of the manufacture of the metal lead to the showing of your samples.

In the Model Talk which follows, the Handy Kettle Steamer is used inasmuch as it is the article usually shown first in canvassing people who do not use aluminum ware. Of course, if you are calling upon a lady who already has the Handy Kettle Steamer, you should present a specialty which she does not have, reviewing in connection with your presentation of the particular utensil, the principal points in favor of aluminum ware which apply to all aluminum utensils. **The proper sample**

#### (2) MODEL TALK ON HANDY KETTLE STEAMER

Set aside and **keep covered** all samples except Handy Kettle Steamer. Lay cover and disc aside and hold the kettle in the hand, beginning as follows: "Of course, you know, Mrs. Blank, what aluminum ware is. It is metal, just as iron and silver are metals, but it is much lighter. It weighs only one-third as much as iron and only one-fourth as much as silver (§290). Lift it. You may think that it is thin because it is so light, but feel its thickness." (Here grasp the edge of the kettle between your thumb and finger and your auditor will do the same). "Then, too, it is very strong. Weight for weight, it is even stronger than cast iron; and even after it is dented or crushed out of shape, it can be straightened out without injuring its serviceability as a kettle" (§277). **Lightness and durability**

"Then again it is the purest of all metals for cooking. Anything may be cooked in it with perfect safety. There is no danger of metallic poisoning as is the case with tin and copper—not even if the food cooked is allowed to stand in it. It is as pure and safe as china or glass." (§29, 283, 284, 287, 311, 336). **141**

- 142 "Do you do much preserving, Mrs. Blank? One of the best things about aluminum utensils is the fact that the most delicate foods of all kinds may be cooked in them without the necessity of stirring, and with very little danger of burning if an ordinary cooking fire is used, since aluminum is such a good conductor of heat that when the kettle is placed over the fire the heat runs all through the kettle, so to speak. It does not collect in the bottom of the utensils as it does in an enamel kettle. You know that when you have used an enamel kettle to do preserving you might put your finger in the preserves near the side of the kettle, even when the bubbles were appearing in the middle of the kettle. In this aluminum kettle every part of the preserves is as hot as any part. This is due to the great heat conductivity of the aluminum (§27). Of course I do not mean to say that it is impossible to burn food in a "Wear-Ever" kettle, but what we do know to be true is that it will not burn nearly as readily as in enamel ware. This makes it especially useful in canning and preserving all kinds of fruit, making butters and jellies, cooking the most delicate dressings, broths, soups, for rice, tomatoes, etc., and milk preparations which burn readily. (§85, 278, 279, 280).

Non-burning  
qualities

"These are strong statements, I know, Mrs. Blank, but I have testimonials to prove what I say—testimonials from people here in the city, some of whom have used aluminum ware several years.

- 143 "Then, too, this kettle is a steamer." (Here set the steamer disc in place). "Many ladies like the kettle on this account, inasmuch as some things are better when steamed than boiled. Mrs. Rorer always steams her fruit cake since thereby the juices of the fruits are not dried and their flavor is retained.

A steamer

"By placing two or three quarts of boiling water below the disc, the steaming process begins at once. Some food can be cooked in the water below while other food is steamed above. For example, meat may be cooked below and potatoes steamed above; corn, peas, or beans, may be put below and potatoes or meat above; chicken may be stewed below and potatoes with biscuit or dumplings steamed above; in summer a mess of green peas or string beans may be put



below and new potatoes and sweet corn on the ear above; an oyster stew, rice or bean soup, etc., may be cooked below and dumplings, a custard, pudding, pot-pie, biscuit, brown bread, etc., above. In this way a whole meal may be cooked quickly in one vessel over one burner. This means a saving of time, fuel and unnecessary heat in summer. Aluminum being such a good conductor of heat, you'll cook your meal in much less time and with less fuel than is required in the ordinary way." (§27, 28, 292).

Economy

"If you have ever burned your fingers in draining water from potatoes you will appreciate this invention." (Place cover on kettle). "This cover is made, as you see, without solder or rivets; its dome shape gives plenty of room above the steamer disc—there is nothing to get out of order about it. Notice that this wire hooks under the edge of the spout, and thus holds the cover firmly. Now, by taking this tilting handle," (Here show the kettle in the act of being drained) "you can drain the liquid from the vessel without the slightest danger of scalding the hands. Now, see how the kettle is made practically steam-tight. The perforations are turned off the spout to the left, in this way. This little wire hook, you see, not only holds the cover in place, but locks it down tightly on the spout. Now by turning the tilting handle, thus, the large hook passes down between the wires upon which it is hinged. You see the small hook catches on the cover here and by pushing this tilting handle forward and bringing the wooden bail of the kettle down over it, in this way, the cover is firmly locked on the kettle." (Here lift the entire kettle by the ring in the centre of cover.) "You see how firmly it is locked on the kettle." (Now remove the cover and disc). "Notice how this tilting handle hooks over the edge of the kettle and thus places the hand at the furthest point from the hot steam when pouring the contents from the kettle with the cover off. When cooking without the cover this little handle should be thrown in over the top edge of the kettle, thus, and the wooden bail laid on top—this way. It prevents them from getting too hot.

144

No scalded hands

"No enamel kettle or patented steamer is to be compared with this kettle in practical usefulness, in durability, in safety or in economy of time and fuel. Look at these two

145

sauce pans! Tomatoes were burned in them purposely at the home of Mrs. Jones before her and about a dozen of her friends. The two pans were treated exactly alike—equal quantities of tomatoes were placed in each, equal heat was applied, and they remained on the fire the same length of time. Look at them now! The enamel pan is ruined. One-half of the aluminum is, you see, as clean and as bright as ever; the other half has been left just as it was. The dents were made in the "Wear-Ever" pan purposely and can be straightened out so that the pan will be as serviceable as ever" (§59).

**Aluminum indestructible** 146 "A blow on the enamel pan destroys its usefulness forever. See how the coating has scaled off the enamel pan. I have some of it in this bottle" (§60, 286). "Do you know that enamel is the same thing as glass and when it gets into the food it is just as dangerous and just as objectionable as any other kind of glass getting into the food?"

**Cracked glass** 147 "These test wires will show you more plainly, perhaps, than my words did a few minutes ago why it is that food will not burn as quickly in an aluminum kettle as in a kettle made of other materials." (Have lady hold the test wires in a fire or in flame of lamp). "You see, Mrs. Blank, that as soon as heat is applied to aluminum, it runs all through it a great deal more quickly than through steel (§27). And enamel ware, you know, is simply iron or steel covered with a glass coating. And glass, of course, is not a good conductor of heat. Heat applied to an aluminum kettle does not therefore collect in large quantities in the bottom of the kettle, but is conducted away to the sides, thus insuring that the heat is applied evenly to all parts of the contents of the kettle at once—that there is no local overheating which results in burning. By using an aluminum kettle, therefore, you need not be continually stirring the food—you save time for other things. And you need not use more than two-thirds as much gas in cooking as you do now, thereby saving the cost of the kettle in a short time—to say nothing of the fact that the use of aluminum ware means that future expense for cooking utensils is saved. This kettle will serve all practical purposes for which complicated steam cookers

**Test wires**

**More economy**

are brought every year at a cost of from four dollars to six dollars each. This kettle is more easily kept clean, it costs less in the first place, and will last two lifetimes'' (§276, 277, 294).

If at this point your auditor asks the price of the kettle 148 and you think her interest in aluminum is thoroughly aroused, state the price as suggested below (§152, 154, 156).

If your prospective customer seems skeptical, describe 149 the test and read testimonials as follows: [This, of course can be done only when you have made a test in your territory. If you have not made a test but have secured strong testimonials from people who have used aluminum ware, you may proceed in practically the same way (§106, 107).] For the skeptic

“Of course, I can tell you all these things, but I’m an 150 entire stranger to you and so have no right to ask you to take my word for anything. So I always make tests before reliable people and have them give me testimonials to just what they see for themselves. I went to Mrs. Jones and she invited in a dozen of her friends and I made a test in their presence in this way: I took this kettle I have with me and an enameled pudding pan of about the same size, put a cup of rice and a pint of water into each, then placed them over the burners of a gas stove, and with the same quantities of heat cooked the rice down to dryness in each without stirring. Now when this point was reached the rice in the enamel pan had stuck all over the bottom and was burned to a black, charred mass, while in this kettle the rice was nicely cooked, was still white, and there wasn’t the least sign of sticking or burning. I then repeated the test with canned tomatoes and in the enamel pan the tomatoes were ruined, while in this kettle they were not affected in the least. When I say that nothing will burn in an aluminum vessel, there is of course a limit to the statement. It goes without saying that if it is cooked entirely dry and the heat then is continued the time will come when it will burn; but even then it will not injure the kettle. To prove this, when I had shown that the tomatoes were burned in the enamel vessel and not in this one, I put this kettle back again and continued the heat until the tomatoes were changed into a black, charred mass,

Description of test

Important point

## 60 Instructions to "Wear-Ever" Salesmen

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so black that you couldn't tell what was burned in it. All I did to clean it was simply to boil water in it and then wash it out with soap and water, and it cleaned as pretty and bright as you see it now. This is the very kettle. And this is the testimonial given me by the ladies who saw the test."

151 While you are saying the last words of the description of the test, get your testimonial before you, so that you can introduce and read it without a pause. Read it yourself, plainly and distinctly, and allow her to see what you are reading.

PITTSBURGH, PA., May 15, 1912.

To the Ladies of Pittsburgh:

This is to certify that we have witnessed a thorough and satisfactory test of the "WEAR-EVER" HANDY KETTLE STEAMER. The Aluminum Kettle and an enamel pudding pan, each containing a cup of rice and a pint of water, were placed over two burners of a gas stove. With the same amount of heat and for the same length of time the rice in each vessel was cooked to dryness without stirring. At this point the rice had stuck and burned all over the bottom of the enamel pan, while in the "Wear-Ever" Kettle it was nicely cooked and did not show the least sign of burning. This test was repeated in the same way and with the same results with canned tomatoes.

### Testimonial

After the second test the "Wear-Ever" Kettle was again placed over the fire and the heat continued until the tomatoes were burned into a black, charred mass. After this excessive burning, such as no ordinary ware could resist, the "Wear-Ever" kettle was easily cleaned in less than a minute, leaving it as pretty and bright as new.

Signed:

MRS. HARRY K. JONES,  
MRS. D. P. LONG,  
MRS. H. H. SMITH,  
MRS. G. MONROE,  
MRS. R. P. PETERSON,  
MISS HELEN YOUNG,

MRS. JOHN R. MITCHELL  
W. R. KUHN, OF KUHN &  
CO., CATERERS,  
MRS. JAMES E. ROL,  
MRS. JESSIE RUDDER,  
MRS. CHAS. SNOKE.

If you have with you aluminum utensils which have been used several years, display them when testimonial is read (§107).

After the price has been asked, or as a summarization talk leading up to the price (§148) use the following:

152 "When you stop to think that this kettle is made of pure aluminum; that it is of a convenient shape which does not spread over valuable space on your stove; that it can be used for everything that is to be cooked; that all kinds of fruit butters, jellies, etc., may be cooked in it without stirring and without fear of burning; and if it should be accidentally dented or food be burned in it, that it is not injured in the

least; and that it is light and bright; that it is easy to keep clean; that it takes the place of a five dollar complicated tin steamer; that it does not rust or tarnish; that the strainer over it is the simplest and most clever device ever made to prevent scalding the hands; that it saves enough fuel in a short time to pay for itself; that with ordinary care it will last fifty years—and longer; when you consider all these things, it is not surprising that so many ladies are getting them. Of course, I am only taking orders now. I don't deliver the utensils for about a month." (Give the date). "In giving your order you do not sign your name or pay a cent until the goods are delivered in satisfactory condition."

**Summary  
of points**

"If in the meantime, you discover that what I have said about aluminum is not true, you need not feel under obligation to take the utensils."

If, after the foregoing statement has been made, the lady does not ask the price, say: "There are two sizes of the steamer kettle—this eight quart size and another which holds eleven quarts. Some ladies who desire small steamers get this size. Others, who think that occasionally they may wish to cook a 'big' dinner, order the larger size. They think that inasmuch as the kettle will last a lifetime they may as well provide for every emergency which may arise. Of course I do not know which size you prefer."

**153**

**Last resort**

### III. CLOSING THE SALE

#### (1) STATING PRICE

"The price? In, past years this eight quart kettle, including steamer and cover, sold everywhere for \$3.25—which, considering the satisfaction that attends its use and the fact that it will last a lifetime, I believe you will admit is a very reasonable price. And women who have used the kettle for a year or more say that if they could not replace their kettles they would not sell them for twice what they cost. But The Aluminum Cooking Utensil Co. now are manufacturing the kettle of thicker metal and of better finish than the old kettles, and as a matter of advertisement they have actually cut the price to \$3.00. This is the reason

**154**

**The reason**

why so many ladies are beginning to stock their kitchens with aluminum ware by ordering this Handy Kettle Steamer" (§270).

If your auditor still hesitates to place an order, you may continue talking as follows:

- 155 "Thousands of the tin steam cookers I referred to a few minutes ago are sold every year at from four dollars to six dollars each. Perhaps you have seen one. Some people like them at first, but find that it is difficult to keep them clean and that unless great care is exercised they soon rust out; and they cannot be used for preserving. The Steamer Kettle, as Mrs. Prudence said, can be used to do all the steaming desired, as a preserving kettle, and besides is a practical cooking kettle for every day use. Since it will outwear a dozen steam cookers, do you not think that it ought to be worth as much? It really costs, however, only half as much."

Compare with  
steam cooker

Or the following comparison and words may be used in giving the price:

- 156 "Mrs. Blank, have you ever used a brass kettle?" "Yes, my mother used them too, years ago. You no doubt remember that when they were in use they cost from \$3.50 to \$5.00 each for kettles this size? Have you ever thought why our mothers were willing to pay that price for a brass kettle when they could buy a tin kettle for one-fifth as much? Now, may I ask another question?" (Ask this in a quiet but most earnest and enthusiastic manner). "If a brass kettle which is dangerous to use and which has to be scoured before and after using was purchased years ago at from \$3.50 to \$5.00 each when other kettles were cheaper, what do you think this pure aluminum kettle should be worth, which is thicker than the brass kettle, which needs comparatively little scouring, in which food may be cooked without stirring, and which has the special advantage of being a steamer with this improved cover? Yes, I think you will agree with what many intelligent ladies have said: That no one could afford to be without it if it cost \$5.00. Since it will last longer than the old brass kettle you will agree no doubt that it is really worth as much. But in order to introduce our utensils, we are actually selling this kettle with steamer disc and cover

Compare  
with  
brass kettle

"Wear-Ever"  
guarantee

complete for only \$3.00; the next size which is nearly a gallon larger costs only fifty cents more. These prices explain why ladies are ordering from fifteen to twenty dollars' worth of "Wear-Ever" utensils" (\$285, 312).

## (2) QUOTING CUSTOMERS

If your prospective customer does not immediately give her order, proceed at once to read the names of your customers; or better yet, give the names of several from memory, quoting what they said about the different utensils, stating why they ordered them, putting your arguments in their words, thereby summing up again the points presented in your main talk (\$162, 296, 303, 307, 315). 157

Golden  
memory

For instance, after you have given the price of the Handy Kettle Steamer, say, "Mrs. White said that in less than a year the kettle would save five dollars in food, to say nothing of the cost of enamel ware, that is now so often ruined by being burned. And Mrs. Black said she would not be without it, for she frequently makes soups and other foods containing milk in large quantity which always have required the slow cooking of a double boiler or the trouble of constant stirring, but which this kettle cooks so quickly and without danger of burning that it saves the price of itself in fuel and labor many times over. But I think Dr. Brown's wife, who gave me a large order, paid it the best compliment when she said it is worth its weight in gold for its absolute purity combined with its unending durability." 158

Saves food,  
time,  
doctor bills

Then quote some good housekeeper, who is known to be very practical, on its thorough usefulness as a general utility kettle and its simplicity and practicability as a steamer, the advantages of the cover, its lightness and how readily it is cleaned, etc.

For instance, "You should see how terribly Mrs. Blank scalded her hands yesterday in attempting to pour water from potatoes. You may be sure she wished to get a kettle having a cover like this." Reinforce-  
ments

These quotations verify and reinforce what you have already claimed for the utensil, and coming as they do from the best housekeepers have many times as much force as would your word alone.

**159**      The same line of argument may be used in closing the sale of the Coffee Pot, as: "Mrs. Gray said she had four coffee pots with the hinges of the lids broken, so she made this Coffee Pot the first item of her order. And Mrs. Swell was delighted with it because Mr. Swell said the coffee was the finest he ever tasted and that it was the first coffee pot he had seen from which the last cup of coffee was just as hot and fresh tasting as the first." Quote others as to the fact that it does not become dirty and sour within, that it is cleaned readily since there are no seams or joints to catch and hold dirt, while the strainer and steam-tight cover are perfection itself, etc. (§177).

**Coffee Pot**

**160**      When giving the price of the Coffee Pot, say: "The French and Vienna pots, which employ a process of percolation similar to that of the Ideal, sell, as you perhaps know, at prices which range from five dollars to fifteen dollars. And many people who have used them prefer this aluminum coffee pot. This Ideal Coffee Pot, this one and one-half quart size, with percolator included, which is better made than most other pots, sells for only two-eighths."

**"Only" a valuable word**

Mrs. Allbright may be quoted as one who liked the Egg Poacher because it gives her so many utensils in one, etc.

**161**      Regarding the Thick Sheet Griddle, too, much can be said to advantage in the same way. Mrs. Robinson said she would never be without her griddle, that it is a priceless comfort to be rid of the smoke and odor incident to baking hot cakes. She very aptly said that it was the first time in her life that she could not tell in the afternoon by the odor in the house that they had had hot cakes for breakfast. Then Dr. Brown said that it would not only save the price of itself in grease in a very short while, but that it would be worth twenty times its price to one's digestion in the same length of time. Mrs. A. and Mrs. B. said it was a treat to have their cakes and meats cooked on a griddle that required no greasing and that was always pure and white, instead of being black and filthy as all other griddles are bound to become, etc.

**The Griddle**

**Saves grease and grumbling**



## (3) READING NAMES

As you give the names of the ladies you quote and what they have said, turn to your order book to give the name of some lady whom you wish to quote. Seem perplexed in giving her name, and turn to your order book apparently to relieve the curiosity of yourself as well as that of your customer. In this way you may begin to read the names of the customers without exciting opposition, and your auditor is surprised by the reading of the names of so many neighbors and friends who have ordered utensils. Begin reading with the names of those near by. Don't be afraid to read them. The failure of the majority of salesmen is due to the fact that they don't make use of their **strongest argument**, the names of subscribers. You may exhaust all the arguments at your command and with no avail until you read the name of some relative or friend. Don't stop at a dozen names, but read hundreds if you have them, so long as you see you are not wearying your hearer. You may read ninety-nine names and stop with no effect, while the hundredth name may be that of some friend (§157, 303).

NOTE.—Some salesmen prefer to read the names of the customers before giving the price—reading them immediately after the testimonial (§151), if that is read. If this plan is followed, you may lead your auditor to ask the price by hesitating slightly as you read the last names, or by asking her which size of the kettle she prefers; or which article she likes best; or what articles you may bring her when you deliver to Mrs. Brown the utensils she has ordered. When the price is asked proceed as suggested in §152-156.

## (4) SUPREME TEST OF STRENGTH

After you have given the prices **silence will mean death** to your sale. If the lady won't talk, you must. What you say must be determined by intelligent appreciation of the character and circumstances of your prospective patron. You must read human nature—you must be tactful (§436-445). Do not wait for her to make objections. If she hesitates, you must proceed immediately to quote customers and to answer every objection you think she possibly can have (§266-274). Summon all your reserve forces (§275-294). Review the reasons why "**Wear-Ever**" ware is entering the kitchens of the land in increasing quantities every year—continue the attack until the sale is made (§319, 322, 324, 325, 349, 439).

**Your strongest argument**

**163**

**164**

**One or the other**

**The all-important moment**

165      A successful salesman says that usually after he has completed his general talk he expects a refusal to order. It is then that he summons all the reserve forces of himself and of his arguments, redoubles his enthusiasm, using words, not loud, but burning with quiet conviction and earnest determination (§429-432). The general argument is simply the forming of the battle line; the refusal to order is the signal for the decisive charge, for the advance to victory.

Charge

#### A FABLE

There was once a Student Salesman who could remember only that he had been a Student. He wore Meal Sack trousers. A Slab of Nothing graced the back of his Thought Dome. He could fashion Fancy Forms with cigarette smoke. The Company sent him a book of modest appearance to aid him in his Work. It proved useful as an Ash Receiver or as a Blotter when the Governor was tackled for a Few More.

The General Sales Agent called on him one day to nerve his Faint Endeavor. "Have you faithfully studied your Book of Instructions?" he of course asked.

"Cert," replied the Unstudious Salesman. "It is the Best Thing ever. I now have Hot Air on any subject from Alpha to Omaha."

"Then," said the caller, "you have received your reward."

"What do you mean?" inquired the Salesman anxiously.

The Sales Agent opened the Instructions to Salesmen at page 25, took out a Check for Five Hundred Dollars, tore it into small pieces and threw them into the waste-basket.

Moral: There is money in it.

## CHAPTER VI

### THE PATENTED SPECIALTIES

#### I. TALKS ON THE SPECIALTIES

The talks which follow presuppose that the characteristic qualities of aluminum, the metal, have been presented in connection with the description of the Handy Kettle Steamer. Do not attempt to sell a patented specialty until your prospective customer knows something of the general merits of aluminum either from actual use or from your description. If the Handy Kettle Steamer is not used as the first sample shown, the peculiar qualities of aluminum which render utensils made of it superior to utensils made of other materials should be stated in manner used in introducing talk on the Handy Kettle Steamer. 166

“Knowledge first, then action”

#### (1) HANDY KETTLE STEAMER (§140-158)

#### (2) IDEAL PERCOLATING COFFEE POT

Salesman:—“Do you like good coffee, Mrs. Blank?” 167  
[Ask some question to discover whether or not your auditor uses coffee. If she says she does not, say that you presume she wishes to have a good coffee pot with which to serve her friends when they visit her; or if she says she prefers tea, cocoa, postum or grano, tell her that you have a pot which can be used with greatest satisfaction in preparing any or all of these beverages (§178)].

“Yes, coffee should be good, or it should not be used at all. Doubtless you have read advertisements of substitutes for coffee and advertisements of coffee pots which make coffee which is healthful because they employ a process of percolation (§313). Perhaps you have used or have seen a French, Vienna or Marion Harlan coffee pot. The lay of the land

“As Marion Harlan says, ‘Coffee boiled is coffee spoiled.’ 168  
The proper way to make coffee is by percolation; and this is true, since tannic acid is removed in large quantities by the process of boiling. Tannic acid is a vegetable astringent and is the most injurious of the ingredients of coffee. Caffeine is

169 the active principle of coffee. It is the stimulating, invigorating ingredient of coffee. To obtain this, to preserve the aroma and to avoid the formation of tannic acid—that is the question which the coffee maker—or rather the coffee pot maker, must solve. Now in roasted coffee the compound of caffeine is much more soluble than is the compound of tannic acid. By the process of percolation, then, the caffeine is released and the formation of the tannic acid is avoided, if the grounds are not allowed to stand in the coffee pot for a length of time. This Ideal Percolating Coffee Pot, from which the percolator as you see is readily removed, accomplishes this double purpose and in addition confines the aroma of the coffee by means of this cover which renders the pot steam tight. The aroma, of course, you understand, is the delicious flavor of the coffee. When boiling water is poured over ground coffee the aromatic oils of coffee are changed into a vapor, which, unless confined, is diffused and lost. This aroma is confined by this lid." (Turn the lid around in the pot, then remove it and show how the percolator is used). "The ground coffee is placed between these tubes, thus forming a wall of coffee about one-half inch thick. The hot water is poured in the center tube; and since the bottom of the percolator is closed, the water is forced to pass through the perforations slowly enough to be effective. This removes the caffeine and aromatic oils and leaves the tannic acid in the hulls.

Here's  
the reason

170

The metal

"Now, in comparing this coffee pot with others, you should bear in mind, in the first place, that it is made of aluminum—a metal which is not in the least affected by the tannic acid or by any other of the many ingredients found in coffee. An aluminum coffee pot is therefore always pure and safe.

171

Heat retain-  
ing power

"In the second place, aluminum retains heat longer than any other metal known; hence the coffee remains hot longer in this coffee pot than in a pot made of any other material (\$28, 289). The heat retaining power of the metal is reinforced by the steam-tight cover of the pot. Mrs. Jones says that after serving her coffee she closes the spout tight and allows the pot to stand on the table without further application of heat. She states that at the close of the meal the coffee is still steaming hot.

“Then, too, this percolating coffee pot makes better coffee at less expense than does the ordinary pot. Mrs. White says that she always has paid thirty-eight cents a pound for her coffee—a mixture of Mocha and Java. She asserts that with the Ideal Percolating Coffee Pot she can make better coffee by using twenty-five cent coffee than she did in the old way by using thirty-eight cent coffee. She says that the coffee is of a beautiful amber color and that it is without grounds or sediment. 172

**Better coffee  
less expense**

“Again, this Ideal Coffee Pot is simple in construction and perfect in manipulation.

“The trouble with other percolating coffee pots is that they are so complicated and are so hard to clean that few housekeepers are willing to bother with them. Their spouts are attached by means of rivets, brazing or soldering—by joints or seams. These attachments loosen, the spout leaks and the pot is worthless. The strainer is fastened in permanent position across the inside entrance to the spout. It is difficult to clean and soon becomes filthy. The hinge is constantly out of repair and cannot be depended upon to last for any considerable length of time. The knob on the cover soon becomes loosened and leaves the cover without means of handling it. 173

**Objections to  
other pots**

“Such objections cannot be made to this coffee pot. Its spout and body are one continuous piece of metal—so formed by an ingenious process which insures the pot against leakage or loss of spout (§44). There is no strainer across the spout. It is therefore easily kept clean. All you need to do is remove each part and rinse it with hot water. No hinge is needed in the construction of the pot. The flange of the cover fits snugly into the body of the pot and by the position of its perforated portion provides a strainer or renders the pot steam tight, as you desire. And if you happen to forget to remove the pot from the stove, after the coffee has been made—if this pot boils dry, it will not be injured as any other coffee pot would be. Then, too, you will notice that this coffee pot has no seams in which particles of dirt may collect and which make other coffee pots difficult to keep clean and pure. 174

**“Ideal” simplicity itself**

“Instead of a knob this cover is provided with a handle, each end of which is securely attached. The handle is made 175

of hard wood, does not get hot, and furnishes a secure hold for removing the cover or for rotating it while in position. This Ideal Percolating Coffee Pot then, combines in an admirable manner all the good qualities of a coffee pot and is free from the defects which to a greater or less extent characterize other coffee pots.

- 176 "The initial cost of this coffee pot is far below that of any other percolating coffee pot made; and if durability and economy of use be taken into consideration it is less expensive than the ordinary coffee pots.

**Cost of percolating pots** "The French and Vienna pots make coffee scientifically by a process of percolation—in a manner similar to that of the Ideal. The French coffee pots cost anywhere from eight to twelve dollars. The Vienna, which is made of china, sells at from three-fifty to five dollars. The Marion Harlan sells at almost any price—but few people like to run the risk of being poisoned by copper. And to get these pots repaired costs almost as much as to buy a new one.

**A fair question** "Now, Mrs. Blank, if these coffee pots sell at prices which range from three-fifty to twelve dollars, at what price do you think a pure aluminum coffee pot ought to sell which makes coffee in a similar manner, which is without seams, is easily cleaned, is not affected by burning, is free from danger of poisoning, and which is as pretty as any silver coffee pot?"

- 177 If she states price too low—some women who have not paid more than seventy-five cents for a coffee pot may do this—begin at once to tell her of the cost of aluminum, the metal, as compared with copper and nickel (\$257), the difficulty in making a seamless coffee pot (\$42, 44), the beautiful finish, etc. (\$47). If she states a price which is higher than that asked, say: "Yes, that is what most women say. But if it were not for the fact that our Company makes the crude aluminum—that is, if we should be compelled to buy the metal from any one else, as other aluminum companies do from us, we could not sell a pure aluminum coffee pot made of this thickness and finish for less than five dollars; but this comes from the Company that digs the ore, refines it, casts it into ingots, rolls it into sheets, spins it into the shape you see, beautifully polished and wonderfully durable. This size, with cover and percolator complete sells for only 'two eighty-

**The answer**

five'; and a size nearly twice as large, for only thirty-five cents more. Your neighbor, Mrs. Johnson, Mrs. Coale, Mrs. Bohner, Mrs. Rowe, Mrs. Myers and many others, have requested me to bring the larger size, five pints, when I deliver next month." (State here the time of delivery). "Which size may I bring you, Mrs. Blank?" (§157).

NOTE.—Many people now use instead of coffee some substitute made of cereals of different kinds, among them being Postum Cereal, Grano, etc., which require hard boiling for fifteen minutes or longer before they can be served. For such prolonged boiling no coffee pot is better suited than an aluminum pot, inasmuch as it is the strongest and most durable coffee pot on the market. A lady who has been led by advertisements to stop using coffee is a lady to whom probably the arguments in favor of an aluminum percolating coffee pot will appeal strongly. If she does not care to use coffee even when prepared by percolation, the purity and the durability of aluminum constitutes the ideal the best pot for the preparation of cereal substitutes for coffee. 178

Substitutes

### (3) THE COMBINATION STEAM EGG POACHER

179

"This Egg Poacher is a most convenient combination of cooking utensils. It furnishes you with a saucepan, a pudding pan, an egg poacher, a cereal cooker, a small double roaster and a jelly cake pan."

"In the first place, we have this four quart saucepan with the tight fitting aluminum lid." (The lid fits better if you place the cereal rim on the pan before putting on the lid; and by so doing you arouse curiosity, which will secure attention.) "This pan is excellent for preparing sauces, vegetables, etc., and is good for some purposes for which an aluminum pan of ordinary shape is not adapted. For instance, the large flat bottom is nice for oyster stew because it is not likely to scorch. But as a cooking pan this is best of all for making fried cakes or doughnuts because, as ladies tell me, the average fry pan is too shallow and the saucepan is too deep to cook such things in most conveniently. What do you think of that, Mrs. Blank?" (By asking this question you learn something of the intelligence of your customer and how much interest she is taking in what you are saying. Do not let her digress too far from the subject, however, before you thank her for her suggestion and pick up the cereal pan).

A saucepan

"Then you see this two quart pudding pan is a part of the same combination. This is excellent for puddings, cakes, and round loaf of bread; and besides, you see, by turning it up side down over the rim when the rim is on the saucepan, 180

**A pudding  
pan**

you have a practical little double roaster. You know perhaps from your own experience with aluminum that it is especially adapted for use as a double roaster because it is such a good conductor of heat. You see it gets practically as hot on the top as on the bottom; so the meat roasts evenly. Yes, it may seem rather small, but still it is large enough for a roast that weighs from three to seven pounds. Mrs. Smith, on the Avenue, says she uses her little combination roaster twice as

**A double  
roaster**

frequently as she does her large savory roaster." "Oh yes, Mrs. Smith bought hers two years ago. She wonders how she got along without it. But I must return—or, rather, go ahead. 'Presto Change,' and you have the best cereal pan made. This cereal pan is better than an ordinary double boiler because the steam passes up through these holes in the rim, thus aiding the heat from below. Food cooked by steam under slight pressure, you know, is more healthful and palatable than when cooked in an open pan which allows the air to come in contact with the food. Indeed, as a cereal cooker this Egg Poacher is better than a double boiler, inasmuch as it brings the steam in direct contact with the surface of the cereal cooked. Johnny-cake or corn bread is more palatable when steamed than when baked—and also is cooked more quickly. In the old tin pan, made similar to the poacher, it took almost one and one quarter hours to cook a johnny-cake. In this aluminum pan it takes only half an hour.

**A cereal  
cooker or  
double boiler**

181

**Muffin pans  
or custard  
cups**

"An excellent corn cake may be made in these little muffin or gem pans. By means of this rack you may also use these for custard or pudding cups. I was just over at Mrs. R's and she invited me to sample some fruit salad she had made, using these as molds and steaming the salad. It was fine!

**Individual  
baked apples**

"For serving individual baked apples nothing can be superior to these deep custard cups. Apples baked in aluminum pans will not stick as they will if baked in any other kind of a pan because of the fact that the acid of the apple does not in any way attack aluminum.

182

"Now, you see these cups. By the way, how do you usually cook eggs, Mrs. Blank?" (If she says she usually fries them, say that you think that it is a good way; but tell her that now doctors are claiming that the fat in which eggs are fried and the albumen of the egg form an almost indigest-



ible compound. If she says that she usually boils them, approve of that method; but remind her that the egg should be exposed to the air before it is cooked—that is, if we take the advise of the best doctors. If she usually poaches them, ask her if she has never noticed white particles in the water after eggs have been poached in it). **Egg cups**

“Well, Mrs. Blank, these particles of white are particles of albumen which you have wasted; and yet the albumen is the most nutritious part of the egg. You see that it is all saved when you steam the eggs in these cups. But I think the best thing about this poacher is the fact that it gives the eggs a mild flavor and such a neat shape. **“Tasty”**

“Really, Mrs. Blank you can hardly imagine how neat and pretty a nice, steaming, hot poached egg looks when served either on a square or round piece of toast. Many ladies put a little butter into the pan, then sprinkle in a few pieces of minced ham before putting in the egg. Then, too, the cover inverted and placed in the oven on the rim for the cereal pan makes a good jelly cake pan. **Jelly cake pan**

“Just let me show you, Mrs. Blank, how practical this article really is. Suppose you are getting breakfast. No doubt oatmeal is to be cooked, so we will put it in this pudding pan, place the pan inside this shallow stew pan, which is half full of water. In a few minutes the oatmeal is cooked. As poached eggs are very nice for breakfast, we will remove the pudding pan and put on the rack with the five shallow cups; and as the water is already boiling, it will require only two minutes for the eggs to be poached. After breakfast, if you wish to steam a pudding, use the cereal pan and rack; or, if you desire to stew some apple sauce, use the large stew pan for that purpose, and set the cereal pan in the oven with the pudding in it, or pot pie. Mrs. Jones said she thought it would be fine to steam oysters in the shell open, then add butter, salt and pepper, and serve. Mrs. Prudence thought this article was the best one I have, since it enables her to cook so many different puddings and custards. Perhaps, Mrs. Blank, you have in mind some particular dishes you would like to steam or bake in such utensils? **183**

“Yes, this combination is most valuable as a food-warmer. **Thoroughly practical**

“For instance, if the inside pan is used in the oven to

184 bake a pudding, macaroni and cheese, or some other delicacy commonly served hot, the food after it is baked may be kept hot without drying up, by placing the dish in its rack in the outside pan, in which there is boiling water, covering the two, and placing on the back of the stove.

There are others "Again, when dinner must be kept hot for one who comes home late to meals, the Egg Poacher is just the thing to keep the food as hot and fresh as when first served. One customer assured me very decidedly that for this use alone the Poacher is worth the price asked for the whole combination (\$289).

185 "The price of this combination of utensils? Let us figure it out, Mrs. Blank." Take a piece of paper and a pencil and ask Mrs. Blank how much the best grade 4 quart enamel pan with lid will cost, wait until she suggests a price and then accept that price and set it down. Then ask the price of each of the above named articles. That is:—

Figure it

4 qt. Saucepan with cover.....	\$.....
2 qt. Pudding pan .....	.....
2 qt. Cereal Pan or Double Boiler .....	.....
Double Roaster .....	.....
Muffin Pans .....	.....
Custard Cups .....	.....
Jelly Cake Pan .....	.....
Egg Poacher .....	.....
Total .....	\$.....

Add up the amounts and you will find that it will cost more according to her figures, in enamel, than we ask for it in aluminum. Then briefly and enthusiastically dwell on the fact that it costs 15 times as much to produce an aluminum pan as an enamel one. In closing, mention that the Company is permitting you to introduce this article at \$3.65—complete—only one to a family.

Or you may figure out the cost of the combination without pencil and paper as follows:

186 "If all the parts of this Egg Poacher were bought separately, they would cost you from five to six dollars. For instance, a four quart shallow stew pan costs ninety-five cents; a two quart pudding pan sixty cents; a two quart double

boiler, one dollar and eighty-five cents; a tin egg poacher, about one dollar; a small double roaster, one dollar; and a jelly cake pan, thirty cents; which makes nearly six dollars. And in this estimate we have not included the custard cups, which would make the total cost more than six dollars. Then, too, if bought separately, these utensils would be of different metals and sizes and consequently could not be used together to form the various combinations possible when this Egg Poacher is used. When, therefore, we consider the many uses to which it may be put, and when we think of the number of different utensils which make up this combination, there is no kitchen article which gives greater value for money expended than this Egg Poacher, complete. Indeed, if the price of the six pieces bought separately is over six dollars, do you not think, Mrs. Blank, that the price asked, three sixty-five, is very reasonable? Especially when we consider that all the articles of the Combination are made of aluminum, which will not rust like tin, nor flake like enamel?" (§157).

**The answer—  
aluminum**

**Expensive  
often means  
cheapest**

NOTE.—Customer may order Egg Poacher fitted with long handle or with side handles, as desired.

#### (4) LOOSE TUBED BOTTOMS

(The loose tube bottom is a good article with which to follow up and "clinch" the advantages gained in showing the Egg Poacher. When ready to describe the tube, hold it up so it can be seen easily.) 186a

"Here, Mrs. Blank, is an article that will greatly increase the value of your Egg Poacher Combination. It fits this pan as you see (Here place it in the cereal Pan No. 297) transforming it at once into a tubed caked pan with loose bottom."

"Cake pans made of materials other than aluminum are, as a rule, too thin. Besides they lack the heat conducting and heat retaining qualities so necessary to successful cake baking. Frequently a cake is burned on the bottom before the center is baked. This is especially true of large cakes. Bake evenly

"Against the "Wear-Ever" aluminum cake pans this objection is not raised, because aluminum is one of the best heat conducting and heat retaining metals.

"Wear-Ever" Cake pans bake evenly throughout. However, there are certain kinds of cakes which are always best when baked in a tube pan.

"Angel Food is such a cake, is it not? I judge so because many angel food recipes state that a pan should be used which has never been greased. Difficulty is sometimes experienced in removing cake from tin and other pans. "Wear-Ever" pans, however, require little grease for any kind of cake. This is a decided advantage in baking cakes, especially those that are delicate and dainty.

**Solid  
bottom**

"You know, Mrs. Blank, that the majority of loose bottom cake pans on the market—in fact, all I have ever seen—have a round hole in the bottom of the pan itself. If by accident the loose bottom becomes bent, it allows batter to run through and burn on the bottom of the oven. This tubed bottom prevents anything of the sort because it is only necessary to place it in a pan which has a solid bottom.

"Cakes bake more evenly in a tubed cake pan because the tube absorbs heat and assists in baking the cake nicely in the center. Besides, a cake baked in a tube pan can be cut nicely with no difficulty, as the hole made by the tube gives a center from which to cut.

**Saves  
room**

"It is an economical utensil. In many cases one does not have frequent use for a tubed cake pan, yet when a demand for one does exist it is as a rule very urgent. This device makes it unnecessary to crowd your cup-board with a large pan that is seldom used. It is so small that it may be put away in another pan, thereby saving space.

"To further emphasize its economy, the outer pan may be used for any purpose for which it is adaptable—for stewing vegetables, for baking a round loaf of bread—and many other purposes.

**Two  
sizes**

"This utensil is made in two sizes, Mrs. Blank. I carry only the smaller one because it is more convenient. The larger size fits the four-quart pan of the Egg Poacher Combination.

"Since there are times when a smaller size may be needed and other occasions upon which you desire to bake a larger cake—such as a fruit cake—I shall be glad to bring you one of each size in my next delivery, if I may.

**Sell two**

"Of course, I CAN sell only one, but since the price is so low and the convenience so great, the price of the two makes the expenditure a good investment.

"Thank you. I shall deliver them in about four weeks."

# (5) THE OMELET PAN

"Have you ever seen a Double Frying or Omelet Pan, 187 Mrs. Blank?" (Ask this before removing the pan from its covering). "Yes, Mrs. Allbright, your neighbor, was also surprised to learn that a such a pan is made. She told me she had often wondered why some good utensil had not been discovered to make the baking of an omelet a pleasure." (At this point show the pan). "We have here the very latest thing in a frypan. It is made in two parts, as you see, thus saving exactly half the fuel and half the number of dishes to wash. Notice that the pure aluminum sheet is very thick. This makes the pan rigid and also causes it to store up a great deal of heat" (\$28). "As you see, these hinges and handles are made of steel, carefully tinned. This not only adds to the strength of the working part, but prevent these handles from getting too hot when in use. As you see, the sides are almost perpendicular, so that an omelet can be doubled and the one-half will fit exactly on the other.

**The pan**

**How made**

**Why**

"By the way, how do you make an omelet, Mrs. Blank?" 188 "Yes, my mother (or some other person) had about the same experience. Now, in using this pan you place an equal amount of the mixture in each side, then place the pan on the stove in this way. Some ladies prefer doubling the omelet before it is quite done; others like to have it brown on the top before doubling; that is simply a matter of taste; but see how nicely and how quickly you can double the omelet." (Here turn or close the pan and open again). "Now you have the double omelet on this side and by placing the serving dish in this way you can toss the omelet out onto the plate, (enthusiastically) thoroughly baked, in perfect shape, steaming hot—most appetizing."

**Omelet**

189      "In this pan you can fry eggs on one or both sides with less trouble than in other pans; it will also steam or poach eggs excellently. Place a little butter in this side; then, when both sides are hot, you can drop from four to six eggs on the buttered side, and as soon as the albumen begins to turn white add about two tablespoonfuls of water and close the other side over the eggs, and the accumulated heat in the heavy upper pan will then assist to steam or poach the eggs nicely. To fry on one side, allow the pan to remain open in this way. To fry on both sides, when the eggs are about half done, turn them over on the other side—thus. The eggs will drop into the other pan without breaking the yolks. When done toss them into a serving plate, in this way.

**Eggs fried  
or poached**

190      "Two eggs may be poached nicely in the Omelet Pan by placing in it two cups of the Egg Poacher Combination. Place two or three tablespoonfuls of water in the pan and butter the cups before breaking the eggs into them. The steam generated in the closed pan will poach the eggs nicely.

**Two of them**

191      "For hashed brown potatoes it has no equal. You know this is a very popular dish. With this pan they can be browned beautifully. In cafe cars, hashed brown potatoes are served in this shape, and they use the same principle but on a much larger scale. The pan is also used for 'warmed overs.' Two different kinds of food can be warmed over one fire at the same time, thus saving fuel, unnecessary heat in the summer and room on the stove. It is also a pleasure to use this pan for frying food which spatters. The one side may be closed to cover the food, thus making the pan almost steam tight when desired. Some ladies say it is especially good for frying fish. On account of the hardened surface of the metal it does not retain the fishy taste as other pans do.

**Hashed  
brown  
potatoes**

**No spattering**

192      "To fry potatoes, place them on this side. When done on the under side turn them over, thus. You see none of the potatoes can drop out and those on top which are the least done must strike the bottom on the other side. They can be turned back and forward until thoroughly done. This avoids the necessity of standing by a hot fire in a vain endeavor to so stir the potatoes that all parts will be done and no part under done. In the same way onions can be fried nicely; and by keeping the pan tightly closed little odor escapes.

**Fried  
potatoes**

"Apples and onions may be roasted in the Omelet pan as well as in the hottest oven, since the thick aluminum distributes the heat evenly.

193  
Apples  
Onions

"The pan may be used also as a corn popper.

194

"In short, this pan has no equal for baking and turning an omelet, for frying eggs on one or both sides, for steaming or poaching eggs, for making hashed brown or fried potatoes, for frying onions, baking fish, roasting apples or onions, warming 'left overs', to keep prepared food warm, to save heat and fuel and room on the stove.

Corn popper  
195

"I have heard more genuine pleasure and satisfaction expressed about this late invention among ladies who use it and those who have ordered it than I have heard about any other recent invention for the kitchen. I am convinced that it is destined to be one of the most useful, convenient and generally used kitchen utensils in this city and country."

Review

Destiny

These last statements should be made quietly, but earnestly (§431).

If you have conducted the talk properly you will by this time have learned what your auditor thinks in general about the pan and whether she is ready to give the order. If she is not, you should continue your talk stating what the different ladies in her immediate neighborhood have said about the pan (§157).

"Keep  
a'going"

#### (6) TEA KETTLE WITH INSET

(Show kettle only). "This, Mrs. Blank, is a solid aluminum Tea Kettle. There is one particularly good reason why your Tea Kettle should be aluminum—because it is used so constantly and gets so many hard bumps. I wonder how many Tea Kettles you have had destroyed by having them left on the stove after they had boiled dry. Now unless you are more fortunate than your friend, Mrs. Jones or Mrs. Smith, you probably have the same sad story to tell. (Have the experiences of several well-known ladies at the tip of your tongue and select those which you think will be the most effective in talking to this particularly prospect.) This "Wear-Ever" Tea Kettle, however, is built to last, it is made of thick, hard sheet aluminum: it is solid throughout and has no enamel or plating to chip or scale."

196

How many?

**Important**

"With your permission I would like to place this empty Tea Kettle on your stove. You will agree with me that this would be an unsafe thing to do with an enamel or nickel-plated tea kettle, but this aluminum Tea Kettle has been tested in this way a great many times. The point I am trying to make by this test is that if you should accidentally allow your "**Wear-Ever**" Tea Kettle to boil dry over an ordinary fire it would not be injured. Of course, a careful housekeeper does not allow her kitchen utensils to boil dry. The melting point of aluminum is 1215 degrees Fahr., and I have known fires to be so hot that it would be inadvisable to place an empty aluminum utensil upon them. However, since water boils at 212 degrees and for ordinary cooking a fire is seldom hotter than 500 or 600 degrees, it is seldom than an empty aluminum utensil is injured in this way and it is absolutely impossible for such a thing to occur when a utensil contains water. The test which we are now performing will prove that the danger of injuring a "**Wear-Ever**" aluminum utensil by boiling dry is very slight."

197      "This Tea Kettle is constructed carefully in every respect. The spout, as you see, is high and has a graceful curve which gives it beauty and at the same time prevents water splashing out when boiling, as it does in kettles with straight spouts. It pours nicely. You are aware that there is a great difference among tea kettles in this respect. This spiral steel handle has been adopted as the result of long experience as being better than a wooden handle because it does not heat readily and will last as long as the Tea Kettle, while a wooden handle would be sure to become cracked and burnt."

**Practical  
points**

"These ridges on the under side give strength and at the same time increase the heating surface. We have already seen that aluminum is a rapid conductor of heat and you can readily see that this is an especially desirable quality in a tea kettle."

"Let me remind you that if you would drill a hole completely through the side of this Tea Kettle you would find nothing but aluminum, so it is not going to scale off as your other tea kettles have done; also, this spout is so attached to the body of the Tea Kettle that they are one and the same piece of solid aluminum".



(When the kettle becomes hot dash a cup of cold water 198  
into it and show that the sudden contraction of the metal  
does not injure it in any respect.) "This is a Tea Kettle  
which is accident proof. While it has been improved recently  
in minor respects it is practically the same Tea Kettle which  
has been giving satisfaction to thousands of housekeepers all  
over America for ten years or more. In fact, Mrs. Blank Visible  
has used one for sixteen years and it is still as good as new. argument  
But recently we have added an attachment that certainly  
puts our Tea Kettle in a class by itself. See this neatly fit-  
ting Inset—so simple an idea that we all wonder why it was  
not thought of years ago. In fact, a great many ladies have  
told me that they have often resorted to the makeshift of  
placing a saucepan within their old tea kettle in an attempt  
to carry out this same idea."

"This Double Boiler Tea Kettle is a result of our Com- 199  
pany's policy of making "Wear-Ever" popular by making it  
economical. You will see the economy of it at once. It will  
pay for itself in lessened gas bills—the burner that was used  
for the double boiler being allowed to remain unlit; and the  
pennies thus saved will soon amount to dollars. In the morn-  
ing the same burner which boils the water in the Tea Kettle  
will cook the oatmeal. The Inset is also valuable as a utensil  
in which to cook fillings or frostings for cakes or pies or for  
cooking chocolate, custards, rice or other puddings, in fact,  
any delicate preparation for which the double boiler is con- Double  
sidered desirable. Oatmeal should be cooked for a long boiler  
time and by using this Double Boiler Tea Kettle it may be  
partially cooked the evening before when the large amount  
of water in the Tea Kettle will tend to keep it hot for a long  
time and then in the morning the Tea Kettle is placed upon  
the fire the first thing and well-cooked oatmeal is the result.  
Since the Tea Kettle is kept boiling so much of the time  
when you wish to use a double boiler in haste you simply  
place the Inset in the Tea Kettle and thus save valuable  
time. Isn't that convenient?"

"In the summer time you are using one less burner and, Saving  
of course, reducing the heat of the kitchen. Your stove is  
less liable to be crowded, because one burner is doing the  
work of two. You not only save the cost of a double boiler,

but you have one less utensil for which to find space upon your shelf and one less pan to wash." (Expand on each of these points, noting carefully those which seem to be most effective and then summarize, paying particular attention to such points. Count all the points on your fingers.)

**200** "Now consider that when you have one of these Tea Kettles: First, you use one less burner on your gas stove; second, you have a less number of pans to wash; third, you save space on your stove and in your cupboard; fourth, you save fuel otherwise used in heating water for a double boiler when you already have boiling water in your Tea Kettle; fifth, you save time; sixth, you get a utensil that will last a generation and never have to be replaced, that is sanitary, saving, serviceable and attractive in appearance."

**Five points**

**Be proud** "There is nothing that satisfies the heart of a good house-keeper so much as a bright, shining Tea Kettle singing merrily on the surface of her freshly polished stove. Aluminum does not rust. When the interior becomes covered with lime, as is unavoidable in some localities, simply place the empty Tea Kettle in the oven with the cover off and when it becomes thoroughly dried the lime will crumble off easily."

"You have already spent more for tea kettles than we ask for this one and with the nickel-plated and enamel kettles becoming more unreliable year after year, you are likely to spend a great deal more in the future. Mrs. W., on Washington street, prides herself on the scientific management of her household. Together we made out this table which proves the economy of purchasing an aluminum Tea Kettle:

Three Nickel-plated Tea Kettles @ \$1.50.....	\$4.50
One Enamel Tea Kettle @ \$1.25.....	1.25
<b>Total .....</b>	<b>\$5.75</b>

and no kettle to show for it. Now, in the past we have asked for our plain tea kettle in this size \$4.00. We are providing this one with all these parts and advantages for only 80c more. Do you not think, in view of all these advantages, that the price is remarkably low?"

"For an additional 45c you can get the 6½-quart Tea Kettle with Inset one-half larger than this sample. This is a large difference in size for so small a difference in price and a great many of my customers are ordering the larger size for that reason." **Only 45c more**

"If you think it desirable we can furnish you with an extra cover so that when the Inset is removed from the Tea Kettle or when you are using the Inset separately, you will have a cover for each."

NOTE:—In a case of a customer who has already used aluminum it may be advisable to show the complete utensil at once, calling attention particularly to the Inset.

#### (7) THE TRIPLICATE SAUCEPAN

(Show Saucepan first, leaving handle wrapped and in Sample Case.)

"Here, Mrs. Blank, is an article in which everyone sees economy at a glance. But there are other advantages possessed by this article which are not so noticeable." **201**

"In the first place, you see that, like all other 'Wear-Ever' utensils, it is all in one piece; there are no joints and no seams in the bottom for grease to settle in; and it is easy to keep clean. Our Company is the first in this country to make a pan of this kind without a seam around the bottom and up one side. You'll find 'Sanitary' stamped all over these utensils, if you note these guarantees of cleanliness." **Cleanly**

"Then, (pointing to the rounded corner on the bottom at the smallest point of the triangle) do you not see that rounded corner, Mrs. Blank? That has a special purpose. That is a decided improvement over any other pan of its kind on the market! Do you see also this bead around the top? 'Just like any other pan,' you say. But it isn't; it is turned here at the point where these pans come together. Again, if you look carefully, you will see that these flat sides are kept apart by the bead at the top. These three things are purposely made as they are in order to distribute the heat." **202** **Special purpose**

"One objection raised to pans similar to these, made of enamel or tin, is that they burn and scorch (Point to the part coming over the center of the gas flame) right at this point. **203**

**Superior to  
enamel or tin**

Now, of course, you know that aluminum distributes the heat, and that it consequently doesn't scorch as readily as enamel or tin; but these pans are so made that the heat is distributed over these flat (indicating) sides. Isn't that an excellent idea? Then, where this beading is turned (Point to the sharp corner at the top where the pans meet over the center of the flame) a little hole is formed here in the center when the pans come together over the flame like a little flue, which distributes the heat up along the flat sides, so that the vessel is not only cooking on the bottom but up both of these sides, and since the aluminum distributes heat quickly the food is cooking on every side. That is more economy—it won't take so long to cook, and fuel is saved. (Gas is high in this section, I know).

204

**A cool  
handle**

"Another great objection to enamel or tin pans of this kind is that the handles stick out in the way of other burners on the gas stove, and are bound to get hot. Now of course you have seen that no such objection can be raised to these pans, but doubtless you've guessed that this arrangement (pointing) is for some kind of a handle. But before showing it, let me ask you a question. Have you ever taken hold of a pan on the stove, found the handle hot—perhaps burned yourself—perhaps dropped the pan and scalded yourself with its boiling contents—and lost the food, too? This handle (Taking it up) never gets hot, if it is kept on the kitchen table or a handy shelf. Of course, you can leave it on the pan if you wish (Put handle on). Even then it won't get hot as quickly as the ordinary handle, because it is not attached to the pan."

205

**A grip on  
economy**

"Just feel the grip that has, Mrs. Blank. (Pass her the pan with the handle on). Isn't that a firm grip? It is practically locked on, too, until you release this wire. Think of the stove space you save—no handles sticking out in every direction, to be in the way, to get hot, and burn you. Economy—fuel—space; utility, and convenience—and no burned hands. (Take the pan back into your own hands). But that handle doesn't have to go on in just that particular place (If cover is on pan, take it off at this point). You can take hold on this flat side, where (Demonstrate with handle) it has just as good a grip; and if you wish to drain the water off, do so

in this way." (Place cover on pan and go through motions of pouring water off and holding potatoes in with cover. In doing so, pour from sharp angle or spout of pan).

"Another thing:—Did you ever burn your arm on the grate 206 in the oven, Mrs. Blank, when reaching in after a pudding, baked beans, or macaroni and cheese? This handle fits (Pick up cereal pan of Egg Poacher Combination with handle) on a pudding pan, as well. Isn't that fine? Or it will fit on a bread pan (Demonstrate, if you carry one). Then, too, have you never burned your apron or cloth holder, when reaching over a gas flame (Pick up cereal pan without handle) to take off a pan like this? (Put down cereal pan and pick up with handle). There is no danger when you use this handle."

And other things

"And here, too, is a way in which you can economize your 207 closet room. Pans of this shape (cereal pan) nest nicely one inside the other and take up little space; and with this handle you can make a stewpan or saucepan out of a pudding pan. You don't need two sets."

"But the greatest advantage in using this article (Pick 208 up triplicate saucepan) which anyone can see—is of course that you can cook two or three different things over one flame of the gas, gasoline or oil stove, or on one lid of a coal or wood stove, all at one time, without the food in one coming in contact, or being contaminated in any way by odors from another. You may cook onions in one, turnips in another and a custard in the third—all over one flame. How long will it take this article to pay for itself in the fuel it will save? You will save enough fuel in one year to more than pay for the whole outfit.

It usually requires not less than thirty minutes to cook 1000 hours of vegetables and not less than three pans for each of the gas saved three daily meals. Since these three pans require only the amount of heat or fire for one round pan, you save the fuel usually consumed by the other two burners, which is equal to saving one hour's fuel in preparing each meal, or three hours per day. That is, in 365 days you save—1095 hours, which is equivalent to 100 days of ten hours each for one burner. I think you will agree, Mrs. Blank, that the cost of the fuel for this length of time much more than equals the

cost of this whole set. This, of course, is one of the reasons why so many ladies are requesting me to bring them the Triplicate Saucepan when I make my next delivery."

**209** "If you were to buy three 3-quart aluminum saucepans with covers they would cost you \$3.75. Now, since the use of these three pans over one fire will save you in fuel from \$5.00 to \$8.00 a year, and since these pans are made of aluminum which is practically everlasting, are you surprised that Mrs. Smith said she wished a set of these pans to enable her to save enough in gas bills to buy a good hat each year? Taking all these things into consideration, how much do you think the Saucepans should sell for? (She may answer here; if not, proceed by telling her something like the following)—  
**The price of a hat** As I said when showing you the Handy Kettle and Coffee Pot, if any other firm were to purchase the metal from our Company and make these three pans using pure, thick sheet such as these are made of, they would have to charge you at least \$4.00. However, since our Company have the future interest of the metal at heart you can readily appreciate why they desire to get every lady to use a set of these pans. It means that eventually she will use in her kitchen nothing but aluminum ware. Consequently they are selling the entire set, patented handle included, for \$2.85." (\$50)

#### SUPPLEMENTAL TALK

(To be used if Triplicate Saucepan is not ordered immediately upon completion of foregoing "talk").

**210** "Another good thing about this detached handle is that it does away with the use of rivets. And also, not a particle of solder is used in making these pans. Though I have never had a complaint about our goods in this respect, I have  
**No rivets**  
**No solder** seen tin and enamel pans where these rivets have been pulled out, taking with them a large piece of the metal, making it practically impossible to have the pan repaired. No chance for that to happen here. And there is no danger of the handle being broken off when the pan gets a fall, either."

**211** "About the only well-founded objection I have heard made to this Egg Poacher Combination is that the cereal pan has no handle. Some ladies have complained that the steam coming out of these steam holes is liable to burn their fingers

(Demonstrate on cereal pan as double boiler) when taking out this pan (cereal pan). This handle removes that objection to the Egg Poacher (Lift out C. P. with handle).

"Call her attention to the fact that one of the sections of 212 these pans can be placed in the corner of an ice chest and will thus require less room than any other pan of the same capacity."

(Tell how many of these sets you have sold). "So many 213 of the ladies want two sets,—Mrs. B., Mrs. D., Mrs. C. all took two sets" (§157).

NOTE.—Never offer this handle for sale separately until you 214 have secured the entire order of your customer. Then, if the triplicate pans are not included in her order, try to sell her the handle alone. §352a.

#### (8) COMBINATION ROASTER AND STEAM COOKER

"I have one utensil Mrs. Blank, in which you probably 215 will be more interested than in any I have yet shown you. Have you ever heard of the "Wear-Ever" Roaster and Steam Cooker—two utensils combined in one? (She will likely say "No"). That is just what Mrs. Simpson and Mrs. Jones told me. Mrs. Jones expressed surprise that such a useful utensil had not been thought of before. (Here show the model). This, of course, is a sample of the Combination, 216 Four parts made small for convenience in carrying. The utensil is made of four parts. In this lower pan is placed the water when the combination is used as a steam cooker or when the roast is steamed on top of the stove; but you see that this lower part also makes a splendid drip pan, which may be used for baking bread, biscuits, scalloped oysters, browning coffee, crackers, etc."

"Look at this cover. If you were to go through our Cata- 216 log or to the stores, you could not find a better pan for baking biscuits, sugar jumbles, cookies, etc. Since aluminum distributes heat evenly and quickly, this pan will not burn 217 The cover the cakes on one side of the pan and half bake them on the other. By it the cakes or biscuits in all parts of the pan are baked evenly to a beautiful brown."

"Mrs. Charles called my attention to the fact that this 217 cover, or pan, can be used also for a small tray. I think you will agree that it will serve well for this purpose."

**Dish Drier  
and cake  
stand**

"This perforated sheet serves as a rest for the body part of the roast. By placing it crosswise on the inverted cover at the end of a sink, it makes a good draining stand for wet dishes. In this position it also serves as a cooling board for layer cakes, after they are baked, and when the layer cake is filled and iced, it may be placed on this disc for safe keeping. Since aluminum is perfectly pure and sanitary, you are sure that no bad taste or odor will get into the cake. And inasmuch as the disc has a flat surface, the cake can be cut evenly."

**218**

**Warmed,  
not dried**

"This is the body part of the roaster or steamer. By using the disc as a shelf in this way it becomes a warming oven. For this purpose it can be placed on the top of a coal or wood stove, or over the simmer burner of your gas stove. If an oil stove is used, the flame should be turned very low to prevent the contents from burning. To keep a meal moist as well as warm, it is well to use the lower pan, containing a little water, with the body part. The steam generated will keep the food moist as well as warm. As you know, food warmed in an ordinary oven becomes dried."

**219**

**Bread baked**

"By changing this disc end for end, these small openings you see on the sides permit the disc to slide down to the bottom. In this position three or four loaves of bread previously placed in regular bread pans may be placed on the disc and the pan placed in the stove oven. By placing the lid on the pan, it insures an even heat on the inside. This causes the bread to brown beautifully, and you will find also that the bread has a much thinner crust than if baked in a regular oven. The bread rises square with the sides of the pan and thus makes nice shaped loaves. If the oven is not hot enough, or if too much steam is arising, remove the cover for browning.

"To remove the bread, place the disc on an inverted crock and press the body part of the pan down over the crock—thus—and the loaves come out nicely. You can then allow them to cool on the disc.

**220**

"For roasting meats or poultry, this pan has no equal. Place the meat or fowl on top of the disc and put about a quart of boiling water in the bottom pan; then place the pan



on top of the stove or in the oven; usually, better results are obtained on top of the stove. Furthermore, this saves fuel and unnecessary heat in the summer. Meats or poultry roasted in this pan are much nicer because they retain their juice and nutritious sweetness, which are lost if exposed to the dry heat of the oven. The steam confined in the pan penetrates the meat, thus basting it and consequently freeing you from all care in watching and turning. Furthermore, it will be seen that since there is no dry heat to absorb the juices of the meat there will be less shrinkage when this roaster is used than when meat is roasted the old way in an open oven."

**A good roast;  
why**

"In case roast is not browning sufficiently, slide the cover off about one inch."

"The roast must always be removed from any other pan in order to make the gravy, in which case, if it is placed on a platter on the table it becomes partly cold, before the gravy is finished, or if the platter with the roast is placed in the oven, the heat is liable to crack the platter."

**221**

**Trouble**

"With this pan, you lift the top part containing the roast over on the inverted—cover like this—and then place it in the oven where it will keep steaming hot and if necessary may be browned while the gravy is being made. The drippings from the roast are of course all in the lower pan, in which a delicious gravy may be made and when done may be served together with the roast from the oven—both steaming hot."

**222**

**This is the  
right way**

"To remove well-roasted meat or fowl from any other roaster, forks or large spoons are necessary, and while using them the meat usually falls apart, and consequently when served presents an unsightly appearance. With this pan, the roast may be removed whole by placing the disc on a crock or any other stand or vessel of sufficient height, and pushing the sides of the pan down, in this way. The roast, or any other food on the disc, is brought to the top, from which you easily can slide it off onto a platter without any danger of burning your hands or spoiling the appearance of the roast."

**223**

**In perfect  
form**

"In steaming clams, oysters, etc., place a pint of boiling water in the bottom pan, lay the fish, oysters or clams on

**224**

the steamer, place the cooker in the oven or on top of the stove, as you prefer, and it will cook them nicely."

**225** "To cook a boiled dinner, fill the bottom pan half full of boiling water, place the corned beef on the steamer and place the cooker on the stove, where it should remain until it is time to put in cabbage or other vegetables with the meat. In this way all parts of the dinner may be cooked at one time."

**Boiled dinner**

**226** "In baking brown bread, allow the bread to rise in the ordinary pans; when ready to put in the oven, place the pans containing the bread on the steamer, cover the pan, and let it remain on top of the stove until done. Dumplings and puddings also can be steamed in the same way by placing a little water in the bottom of the pan."

**Brown bread**

**227** "To bake brown bread and beans, fill the bottom pan half full of boiling water and place the dish containing the bread or beans on the steamer disc and let it remain in the oven until done. The beans in this way are never burnt nor is the bread sticky, because the heat surrounding the pan in the oven absorbs the moisture of the steam."

**And beans**

**228** "Of course, Mrs. Blank, this combination cooker may be used with good results without water, if you prefer food which is not steam cooked. If you do not use the water, remove the disc, place the food in the bottom of the pan, and bake the food in the oven."

**229** "In steaming a mess of green peas or beans, they can be placed in the bottom pan, and green corn, potatoes or summer squash on the steamer disc. In this way, with very little fire in the range or oil or gas stove, a nice dinner can be prepared in thirty or forty minutes."

**230** "Thus, you see, this pan really takes the place of the tin steam cookers, which usually sell at from \$6.00 to \$10.00 apiece, according to the size, and which usually consist of from eight to twelve separate pieces to be washed and kept in order. This roaster consists of only four pieces, and all the corners are rounded in such a way as to make it an easy matter to keep the pan perfectly clean."

**Easily kept  
in order**

**231** "There are three sizes of the roaster—this model size; the second size, No. 225, which is large enough to roast a tur-

key weighing 18 pounds; the largest size, No. 226 will hold a turkey weighing 24 pounds."

"Think of how many utensils this Combination replaces because it serves so many purposes. For instance, if you were to buy this drip pan separately, it would cost you \$1.40. A tin steam cooker of equal capacity would cost you at least \$4.00 (and possibly rust out in a year's time); an aluminum tray the size of this cover would cost you \$2.00; an aluminum biscuit pan would cost you \$2.00; a good roaster \$2.00—a total of \$11.00. But if you were to buy all these pieces separately, they would not fit together and could not be used as a combination. If any other firm were to buy the metal from us and attempt to manufacture this utensil, using aluminum of the same purity and thickness that we use in these pans, they would have to charge you \$3.50. However, as I have said before, since our Company manufacture the metal itself, and are vitally interested in having "Wear-Ever" utensils introduced and in having customers satisfied, they are actually selling this new combination at \$2.90 (\$50).

232

All in one

A selfish reason

NOTE 1. If the price is not asked when you have made the statements contained in §231, or if there is hesitation in ordering after price has been stated, make use of suggestions to be found in §185, 186.

233

NOTE 2. In giving measurements of the sizes of Roasters always follow directions given in §344. This is essential in selling the combination.

234

#### (9) ROASTER CUP RACK

The Roaster Cup Rack should be kept out of sight until you have shown the No. 226 Combination Roaster and Steam Cooker.

234a

As soon as you have finished your talk on the No. 226 uncover the Cup Rack, and proceed to explain it.

"This Roaster Cup Rack, Mrs. Blank, is used in connection with the large size Combination Roaster and Steam Cooker and will greatly increase the value of your combination by multiplying its uses—uses to which the Steam Egg Poacher may not be put, because of the difference in size.

Increased value at little cost

"It is provided with twelve holes, so that twelve Egg or Custard Cups may be used for steaming eggs or custards at one time.

"Grape nuts are better, some ladies think, when steamed. To prepare them, place hot water in the bottom pan and into each cup put the desired amount of food, add sugar to taste, and two teaspoonfuls of water to each cup. Steam for ten minutes.

**Puddings**

"Jell-O and Jell-O Pudding may be molded nicely by using the deep cups. Place the rack on the bottom pan and set the cups in place; fill each cup with the Jell-O, use the cover to keep out the dust and set aside to cool. If desired, cold water or cracked ice may be placed in the bottom pan to cool more quickly.

"The heat conductivity of aluminum makes the cups especially nice for removing the Jell-O. By dipping into hot water and removing instantly, the cups warm just enough to turn out the Jell-O nicely molded.

**Muffins**

"Muffins are lighter when steamed than when baked. After steaming they may be set in the oven to brown.

"Individual apple dumplings may be made nicely by placing a small amount of finely cut apples in each cup, cover over with dough rolled thin and steam."

If the objection is raised that the "Wear-Ever" Roaster Cup Rack is too large for the average family, say that only six or even three cups need to be used at one time, but that it is well to be prepared for company and other occasions.

**All occasions**

When the price is asked do not state it immediately but briefly and forcibly summarize the points of your talk, laying special emphasis upon the fact that it is made of aluminum of good thickness and that it is the "Wear-Ever" brand, which means that it will last a generation.

**(10) THE TURN-OVER GRIDDLE**

- 235**      "This Griddle, Mrs. Blank, consists of four parts—one oblong griddle, as you see, and three circular sections which are attached by means of these hinges to one side of the main part of the Griddle. In using the Griddle, batter first is placed in these three small sections; and when the cakes are done on one side the sections are turned over upon the ob-

long griddle, thus, and are immediately returned to their original position to receive more batter (§97). The use of this Turn-over Griddle insures you that cakes can be turned without the difficulty which attends the use of a cake-turner. The baking surface of the Griddle is so utilized that it is equivalent to that of a large Griddle. **How it work**

"In using the Griddle, you should see that it is evenly heated throughout before batter is placed upon it. Since the Griddle consists of several sections, the heat cannot spread throughout all parts of it as readily as it does throughout the Thick Sheet aluminum griddle—nor is the heat retained as long. Consequently in order to use the new Griddle successfully it is necessary to have the stove evenly heated on top. If it is not, the position of the Griddle on the stove should be changed frequently so that all parts of the Griddle will come in contact with an equal amount of heat. If this is done you will be delighted with the work done by this Griddle. **Heat even** 236

"When baking buckwheat cakes a little grease should be used. Care must be taken, however, not to allow the Griddle to become too hot, or the grease will be burned onto the Griddle. If batter happens to be burned upon one of the small sections during the process of baking cakes, that particular section should be greased thereafter until the baking is done; otherwise it will not give satisfactory results. Before the Griddle is used again, all burnt grease should be removed. If necessary to do so, use fine sand and kerosene. **Buckwheat cakes** 237

"I have also a cast iron plate, padded on the under side with an asbestos mat, to be used with the Turn-over Griddle when heat is furnished by an oil or gas burner. The plate is so constructed as to spread the heat of the burner evenly over the entire surface covered by the Griddle. The plate is valuable for other purposes, also. Two small utensils—even enamel dishes—can be placed upon it and their contents well cooked with little fear of burning or scorching, because the asbestos mat on the under side of the plate prevents an undue amount of heat from collection in the point immediately over the flame. **Mat for gas burner** 238

"The price of the Turn-over Griddle is \$2.25; that of the iron plate, \$1.00."

## (11) THE CHAIN PERCOLATOR

**240**      "Here, Mrs. Blank, is a coffee percolator which may be used with any coffee pot. You see it is well made, in a cylindrical shape, of finely perforated metal. By means of this chain it is suspended in the coffee pot. By using the percolator you can make coffee which will be as good and as healthful as that made by the most expensive percolating coffee pots made of any material other than aluminum."

**Principle and profit**

NOTE.—This percolator should not be shown by you until you have made every effort possible to sell the Ideal Percolating Coffee Pot.

## (12) THICK SHEET GRIDDLE

**240a**      "Here, Mrs. Blank, is one of our newest and most popular "Wear-Ever" specialties. It has many good points in its favor. In the first place, one who uses this griddle does not have a lard bill—not for griddle cakes, at least; for in using this utensil not a particle of grease is required to bake the lightest, brownest cakes. Consequently your house is not filled with the smoke of burning grease, as is the case when the old-fashioned griddles are used."

**Save grease**

    "As you know, Mrs. Blank, burned grease is an indigestible compound which is ruining the health of many people. Since this griddle requires no grease, it always remains bright and clean, where as on the iron griddles the grease burns in unsightly masses, making them unsanitary."

**And health**

    "Now, Mrs. Blank, this griddle is made of thick, hard sheet metal, (Show her the edge) and will not warp unless subjected to an excessively hot fire. Like other "Wear-Ever" utensils, the griddle is solid aluminum through and through."

    "The bail, Mrs. Blank, is of No. 5 tinned steel wire (a poor conductor of heat) and when upright, these little notches (Point to them) hold it in place, making it impossible for the bail to come into contact with the side of the griddle and become hot. In this way, the bail is always removed as far as possible from the heat."

**Cool handle**

    "As you know, Mrs. Blank, it requires little heat to cook in any kind of a "Wear-Ever" vessel, after the vessel becomes hot, because aluminum retains heat a long time. When the griddle becomes heated, therefore, it requires less

heat to keep it hot than it does for an iron griddle. The griddle, therefore, not only makes better cakes possible but will also save enough fuel in a short time to pay for itself.

"The secret of baking griddle cakes, Mrs. Blank, on the **"Wear-Ever"** griddle without grease is in regulating the heat. Many women accustomed to the use of the iron griddle use as much heat under a **"Wear-Ever"** griddle as under an iron one. This should not be done for aluminum stores up heat so much more readily than iron that, with the same amount of heat, the **"Wear-Ever"** griddle becomes too hot for baking and the cakes will burn. After the griddle is hot enough to nicely brown the cakes, the gas should be turned low or the griddle removed to the back of the stove, to get the best results.

**Regulate  
heat**

"The reason, Mrs. Blank, that no grease is needed on a **"Wear-Ever"** griddle is because aluminum is a good conductor of heat. When the center of the griddle is over a gas flame, the edges become just as hot as the center—no one part will be hotter than any other. The heat in a **"Wear-Ever"** griddle is therefore, not concentrated in one place—directly over the fire—as it is in an iron griddle. Thousands of women are baking griddle cakes, using no grease and baking them with success on **"Wear-Ever"** griddles and serving the cakes, a rich golden brown, lighter and more digestible than cakes fried with grease, and all this, too, with absolutely no smoke or odor diffused through the house. Since using the griddle, Mrs. Smith, over on Broadway, tells me she comes down stairs in the morning without knowing whether or not the maid has prepared griddle cakes for breakfast. Before she used the griddle, she always smelled the odor of burning grease before leaving her room.

**Why no  
grease is  
needed**

"The griddle may also be used for other purposes. It is especially good for corn fritters. They are not so likely to burn or become grease-soaked as when prepared in the ordinary frying pan. Then, too, the griddle can be used for baking biscuits. Simply invert a pan on the griddle and the biscuits will brown nicely. It can also be used for baking gems and muffins. Eight gem rings (Catalog No. 27) will fit on this surface very easily and with little or no trouble gems or muffins can be baked for any number of people.

**Other uses**

**Steak  
Broiler**

"But this utensil, Mrs. Blank, has another use which Mrs. Lyman in the next block told me about. It can be used as a steak broiler. And I would just like to have you taste a steak that was broiled on this griddle, Mrs. Blank. It is simply delicious. Mrs. Lyman even offered to call up any one who was the least skeptical and tell her what an excellent utensil it is for broiling.

"Now, Mrs. Blank, I could hardly expect you to believe all these things I have told you. I, myself, did not believe them until I tried them. So, I am going to ask you if I may take this griddle into your kitchen and bake a few cakes for you, just to show you how nicely and easily it is done. I have some batter here all ready mixed so it will take only a few minutes."

**Demon-  
strate**

Then proceed to demonstrate according to the directions in the Book of Instructions (See §97 and 98). If your auditor objects to a demonstration, you at least have made your argument stronger by offering to prove your statements.

"There are two sizes, Mrs. Blank. For convenience I carry the smaller size which has a baking surface 10 inches in diameter. The larger size, a little thicker and fitted with a heavier bail than my sample, has a baking surface of 12 inches diameter. The smaller size sells at \$2.30 and the larger size at \$3.10. Which size shall I bring you, Mrs. Blank?"

### (13) GEM RINGS

**240b**

Quite often you will find that a lady has ordered utensils to the amount of \$9.00 or a little more. After you have shown her the merits of the No. 384 Griddle talk on the Gem Rings as follows:

**The best  
metal**

"Now, Mrs. Blank, I presume you have frequent use for a muffin or gem pan—do you not? I believe you will agree with me that cookies or gems baked in a pan made of pure aluminum will give better results than if they were baked in pans to which they stick. These rings are made of sheet aluminum and by placing the set, which consists of five, on this griddle you have a splendid muffin or gem pan which cannot be equalled. Mrs. Jones, of College Avenue, tells me that she wouldn't be without them. You know that gems



will stick often when baked in an ordinary muffin pan. By using these rings the gems can be removed without their sticking; and moreover they are not broken, as is often the case when using an ordinary pan.

"Mrs. Smith, your neighbor, tells me that by using these rings she makes the most delicious tea puffs. She uses the following recipe, which she says cannot be surpassed: One egg, one cup milk, one cup flour, one-half teaspoonful salt. Bake in rings in a quick oven. This quantity makes five puffs. One of my customers in your town says that she uses the rings to cut out ginger snaps and sugar cakes.

Recipe

"Very little grease is required to bake gems, cookies, muffins or waffles, for, when using the Gem Rings with the sheet griddle or fry pan, they become a rich golden brown more readily than they would if they were baked in an ordinary gem pan. You will see, too, Mrs. Blank, that if very little grease is used there will be no odor or smoke passing through the house and the article baked will be much lighter and more digestible.

No odor

"By using these rings in connection with the griddle or fry pan you will be able to bake the most beautiful gems, waffles or muffins on top of the stove in from eight to ten minutes. Thus you can see, Mrs. Blank, that it would be a great saving in your fuel bill, since but one burner is used instead of the entire oven burner.

Save fuel

"I believe, Mrs. Blank, that you will agree that these rings should be in every home. Mrs. Johnson was surprised when I told her the price and immediately placed an order for three sets. At what price do you suppose we are offering these rings to the ladies in your town? (Invariably your prospect will make a guess far in excess of the list price) "Well, Mrs. Blank, in order to introduce these rings, we are offering them at the small price of thirty cents a set. When would you like me to deliver a set to you?"

When you have closed the sale, thank her and continue by saying: "Now, Mrs. Blank, I know that you are a good cook and as I am only a "mere man" I know very little about cooking with the exception of what I learn from the ladies to whom I sell these sets. Let me assure you that I will be

very grateful if you will give me any additional suggestions regarding the use of these rings. Thank you."

(14) THE STRAINER

- 241 "This aluminum strainer can be used for every purpose to which a small strainer may be put, such as straining tea, coffee or gravy, removing poached eggs from water, separating seeds from lemon juice, etc. The strainer fits the top of a tumbler or a tea cup. The handle enables it always to be found hanging in its place; and the fact that its perforated portion is without seam or joint insures that it readily may be cleaned."
- Many uses

II. SALE OF SPECIALTIES IN SETS

- 242 From the beginning of your canvass you should plan to sell your prospective customer a Set of Specialties.

You should know your samples—their sizes and prices so well that after you have asked the preliminary questions suggested in §138, you can determine what set of Specialties should be presented.

- 243 Show how parts of one Specialty, such as the Egg Poacher, may be combined with parts of another Specialty, such as the Handy Kettle Steamer, naming the different utensils thus secured and stating some foods in the preparation of which the combination utensils give excellent service.
- More for the money

- 244 Tell what Mrs. Jones said when ordering her \$20.00 Set—how Mrs. Brown said when ordering her Set that there is economy in getting a Set rather than one or two individual utensils, not only because the utensils will last so long, but because they can be combined one with another so as to give her so many different utensils—and then say, "Will you not allow me to bring you this Set at the same time I deliver sets to these other women?"
- Quote customers

- 245 Many salesmen tell a woman that with a \$10.00 Set they give \$1.00 worth of utensils; with a \$15.00 Set, \$1.50 worth of utensils; with a \$20.00 Set, \$2.00 worth of utensils, etc. Single utensils should not be sold below list price.

- 246 By talking about Sets of Specialties the impression is created that your sales are large; and by talking about high prices the way is prepared for the more ready acceptance of a lower price—of an order larger than would have been

taken had not the higher price first been considered. Then too, a woman's desire for a bargain is excited by a slightly discounted price as well as by the thought that she gets more for money expended if she orders a Set. After she has made up her mind to get one utensil for its own sake she is likely to get other utensils for the sake of the bargain offered (§366). Many salesmen make the mistake of selling a woman only the utensil she desires. Sometimes the circumstances may justify booking an order for one Specialty in which a woman may manifest interest. In a great majority of cases, however, when you see that interest is centered upon one Specialty you should endeavor to sell her some other Specialties which make good combinations with the Specialty to which she has taken a fancy. In this way three or four articles may be sold when otherwise only one Specialty would be ordered.

**A set is  
a bargain**

Think Sets, talk Sets, and you will sell Sets.

"The world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the thing without being told is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion. Next are those who never do a thing until they are told twice; such get no honors and small pay. Next are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show him how and stays to see that he does it: he is always out of a job, and receives only the contempt he deserves, unless he has a rich Pa, in which case Destiny patiently awaits around the corner with a stuffed club. To which class do you belong?"

## CHAPTER VII

### MEETING OBJECTIONS

**247** No article has ever been manufactured against which the critically disposed could not raise some objections. And no cooking utensils can be made so perfect that in some instances dissatisfaction may not arise through failure to use them properly. Objections must be met by every salesman, no matter what may be the line of goods he sells (§357).

**The best  
not fool proof**

In meeting objections it is never wise to assume a contradictory, know-it-all manner. On the contrary, it is best to agree as far as possible with the general statement of objection made. You thus avoid argument and conciliate (§350, 443). Then answer the objection as briefly and as concisely as possibly, but do not dwell on it. Pass on to discuss positive merits of the utensils (§445). You thus withdraw your prospective customer's attention from the objection and stimulate her desire by calling attention to things that make the utensil appeal to her. Experience will establish the wisdom of such procedure, but do not in following it minimize the importance of squarely meeting every objection. That must be done; the point is, that as answering objections is enlightenment, not argument, you must move on to something positive.

**Explanation  
—not apology**

#### I. OBJECTIONS THAT ARE STATED

We present herewith some of the objections most likely to be stated and suggest ways of meeting them:

**248** (1) "YES I BOUGHT SOME ALUMINUM WARE LAST YEAR. I LIKE IT VERY MUCH, BUT DO NOT CARE FOR ANY MORE JUST NOW."

"What points about the ware, Mrs. Blank, do you like best?" Her reply must determine your next words. If she really does like aluminum you soon will know it. Compliment her by saying that aluminum has peculiarities that must be understood in order that the utensils may be appreciated and used with the best results. Her testimony will be of value in your canvass and its statement will rekindle her enthusiasm for "Wear-Ever" utensils. Then tell her about your new utensils and state that doubtless she would like to see them as much as you would like to have her

**Get her  
to talk**

opinion regarding them. If, on the other hand, she is not enthusiastic in praising the ware and is not disposed to talk, ask her more questions—what utensils she purchased; how she uses the Egg Poacher, if she has one; whether she puts a little ground beef in the cups, as some do; how she likes the steam tight cover and percolator of the Coffee Pot; in what respect she finds the Handy Kettle most useful; whether she has had difficulty in cleaning the ware or in using any particular utensil. Get her engaged in conversation somehow, and if she mentions difficulties be glad to explain them and show how to use or properly care for the utensil (§137, 443).

Question box

- (2) "I DON'T WANT ANY MORE ALUMINUM UTENSILS; 249  
I HAVE A GRIDDLE AND I CAN'T DO ANYTHING  
WITH IT."

In answer to this begin by saying jokingly, "Well I don't see much chance for a sale here, for I'm sure that I have nothing better to offer you than the "Wear-Ever" Griddle. But, seriously, Mrs. Blank, if there is one aluminum utensil which, if used properly, gives perfect satisfaction, it is the "Wear-Ever" Griddle. Indeed, Mrs. Allbright told me this morning that she would not part with her Griddle for twice what she paid for it. As I stated before, the Company expect me both to introduce the ware and to explain the use of the utensils. If, therefore, you will kindly let me see your Griddle (shuffle feet) I shall be glad to tell you what the difficulty has been and how to overcome it." These words, if properly said, will gain an audience—that which you desire.

"Know the  
worst and be  
prepared  
for it"

Good salesmen are glad to meet the above objection for this very reason. When you have secured an audience, take the Griddle and explain its use, giving the experiences of other ladies. Note whether too much grease has been used, or whether heat was applied in proper amount, etc. Tell her how the Griddle may be cleaned and why it failed to give satisfaction. But don't try to tell how to use the Griddle—or any other utensil—until you know thoroughly and practically how to use it yourself. If necessary to do so, you should be ready to roll up your sleeves, scour the Griddle with sand and kerosene and make it work (§97, 364). Confidence in yourself and your ware will inspire confidence in others.

The  
reason

Without it you cannot succeed. Most griddles are sold in the summer time and are not used until next winter. By that time ladies have forgotten the instructions and cautions regarding the use of the Griddle. This fact explains some of the dissatisfaction which attends the use of aluminum griddles. The rest is due to ignorance (§382).

If some utensil other than the Griddle has not given satisfaction, the same plan of procedure as outlined above may be followed.

250

(3) "I KNOW WHAT THE UTENSILS ARE. THEY ARE SOLD IN THE STORES HERE AND I CAN GET THEM WHENEVER I NEED THEM."

No stores  
sell Special-  
ties

This is an objection you are likely to meet in towns where the stores handle some "Wear-Ever" utensils. If there is such a store in your territory be sure to know it and then answer as follows: "Yes, Mrs. Blank, the firm of D— & H— sells "Wear-Ever" ware. You can purchase there a fairly complete outfit, and yet some of the most serviceable "Wear-Ever" utensils made are not sold in any store." (Here show her the statement to that effect in your Catalog). "The Company that I represent are interested in educating people with regard to the different grades of aluminum ware. Consequently, I am employed to advertise their ware and instruct people as to what kind of utensils to buy; and even if you do wish to buy utensils at the stores, my time will not be lost in explaining to you just how "Wear-Ever" ware is different from other aluminum utensils as well as from utensils of the ordinary kind. Then, too, I have some new Specialties in which you may be interested. For example, did you ever see aluminum Gem Rings or the Teakettle with Inset?" (§41-49, 108-113).

New  
Specialties

If the aluminum utensils to which she refers are of some other make, explain the difference between good and poor aluminum ware (§41-49, 265).

251

(4) "I HAVE JUST BOUGHT SOME ENAMEL UTENSILS AND I MUST WAIT UNTIL THEY ARE WORN OUT BEFORE I GET ANY MORE UTENSILS."

Your answer may be: "I am sorry, Mrs. Blank, that I did not call on you before, for I suppose that you'll hardly care to buy any utensils today. But I am sure that you are

practical enough to enjoy looking at some new cooking utensils. You will have to get some more utensils, you know when the enamel utensils are worn out. Then I trust that you will get some **"Wear-Ever"** ware. At any rate, it is my business to advertise the ware—to show the utensils to people, whether they order any or not. I shall be very grateful to you, Mrs. Blank, if you will be so kind as to look at them. It will help me in my work more than you know, if you will give me only a few minutes of your time and tell me what you think of them."

**Advertisement**

Try to interest her by reference to your Omelet Pan, new Tubes for Egg Poacher and other Specialties (\$133, 250). If she consents to look at them she is likely to forget about her supply of other ware, and you, of course, will not remind her of it.

- (5) **"I DON'T WANT ANY ALUMINUM UTENSILS BECAUSE THEY BECOME DISCOLORED."** 252

"I admit that appears to be the case sometimes. Occasionally utensils are found to be discolored on the inside after nothing but water has been boiled in them. The Company has had chemists investigate the matter and they find the discoloration is due entirely to impurities in the water used such as alkali or iron (most frequently iron)—collecting on the sides of the vessel.

**Better on utensils than in food**

"Such discoloration is perfectly harmless and will not discolor food. It may be removed by boiling in the utensil green fruits, particularly rhubarb, or by the use of Sapolio or Old Dutch Cleanser.

"Use the cleaners also to remove burnt food or burnt grease. If the food or grease is badly burned into the surface, pour hot water into the utensil, cover, boil hard for a few minutes, then remove by scraping with a wooden spoon (a wooden clothespin or vegetable brush). If this fails, scour thoroughly with bath brick, or, if necessary, with fine sand or No. 00 emery paper.

**How to remove discoloration**

"If by long neglect or by accident the vessel is covered with burnt grease or becomes dark, it can be cleaned by using four (4) tablespoonfuls of oxalic acid crystals in a gallon of water and boiling for not more than five minutes

(or allow it to remain cold in the vessel over night); then before using wash with clean hot water and soap.

**Caution**

"Just as solid silver must be cared for intelligently in order to give satisfactory service, so also must aluminum utensils. Alkali is a natural enemy of aluminum. Therefore, the card of directions which accompanies every "Wear-Ever" utensil contains this 'Caution: Do not use soda, lye, ashes, ammonia or any washing powder or soap containing alkalies. All of these injure or discolor aluminum. Complaints about "Wear-Ever" utensils can invariably be traced to neglect of this caution.' "

"The outside polished surface can be kept bright by the liberal use of any kind of metal polish that is not gritty, such as Bon Ami, Whiting, Polishine, Solarine, etc.

"But more to the point is the fact that, although a discolored utensil is unsightly in appearance, there is no danger whatever in using it. In other words, the impurities form no poisonous compound with the aluminum. Certainly, therefore, it is less objectionable to use utensils which are safe in this respect than it is to use those which are capable of forming poisonous compounds, or from which pieces of glass may scale off into the food.

253

"It is possible, too, that the trouble in this respect is not as great as you have reason to suppose. When our Company first began making aluminum cooking utensils, they, like other companies, gave the interior a "scratch brush" finish, light in color and beautiful in appearance. However, the liability to discolor was increased by this finish, inasmuch as it left the surface of the metal rough and porous and so more subject to chemical action when brought into contact with certain impurities sometimes found in water. You may have seen or used some utensils which were so finished. At the present time, however, our Company give all utensils an electric finish which largely removes the liability of discoloration" (§45).

**Our finish**

254

If attention is called to the fact that aluminum griddles and fry-pans are darkened by burning grease and particles of food on them and that the outsides of kettles and pans are discolored if some of the contents are splattered and burned



on them, explain that the same thing happens with other utensils, but that we do not see it in the case of the iron skillet or pot simply because it is black to begin with and the burned grease and dirt cannot show. Such vessels, therefore, are not usually washed clean because the dirt is not visible. Aluminum, however, must be kept clean or the dirt will show. It exposes the carelessness of those who are supposed to keep them clean (§264, 291).

The cleanly  
must be clear

“In connection with this matter of discoloration it should be borne in mind, then, that the beauty of aluminum utensils is the least of their good qualities—although it is a distinctive quality. Aluminum ware does not endeavor to displace silver or costly china. Its rivals are enamel, tin, nickel and copper wares. These wares are bought, not for their beauty, but for their utility and durability. In such respects “Wear-Ever” ware is superior to its acknowledged rivals. People who have used aluminum utensils faithfully for a time are enthusiastic in praise of them, notwithstanding the discoloration which sometimes occurs. In other words, to the average housekeeper the appearance of the utensil is of small moment when compared to its other superior qualities.” (§347).

255

The rivals

(6) “YES, ALUMINUM IS NICE, BUT IT COSTS TOO MUCH.” 256

“Certainly, the price does seem rather high unless it is compared with that of the better grades of enamel ware; and I agree that you ought not to pay it unless it is worth more than the other ware. Let us, then, look at the facts and consider first the relative cost of material in aluminum and in the best grade of enamel ware.

“Market reports show that sheet aluminum costs ten times as much as the sheet steel used in enamel ware; and colored glass, which forms the covering of the steel, costs less than a cent a pound. Fifteen times

“Consider second the cost of manufacture. The enamel vessel is stamped roughly from sheet steel and requires little smoothing in order to enable it to hold its enamel coating. In fact, it is the very roughness of the utensil which makes the enamel adhere to the steel. Aluminum utensils must be drawn from the sheet metal in similar manner and then all 257

**Cost of manufacture** wrinkles must be "ironed" out by rapidly revolving wheels (§43). The "ironing" scratches the surface of the vessel. These scratches must also be removed by the use of hard buff wheels. The next operation places the high polish on the utensils. From these statements it is evident that the cost of removing the wrinkles, then the scratches, and then of polishing the utensil is more than equivalent to the expense of baking two or three coats of enamel on a steel dish. It costs more, then, to manufacture an aluminum utensil than an enamel vessel (§40-47).

**The durable is not the dear** 258 "Think next of the comparative durability. Nearly every lady I meet tells me that enamel utensils of recent manufacture do not, on an average, last more than a year if used every day. They crack or scale, become corroded and are ruined. On the other hand, "**Wear-Ever**" utensils are solid metal throughout and cannot crack or scale. Prof. Richards, of Lehigh University, says that aluminum utensils like these will last at least fifty years, if properly cared for. Surely it is a conservative statement, then, to say that they will last twenty-five times as long as enamel utensils (§276).

**Strength, time, health are valuable** 259 "In the fourth place, consider the utility of aluminum utensils. They are not half as heavy as other utensils and consequently their use reduces labor in handling kitchen utensils (§290). They also relieve you of the necessity of continually stirring food and from the fear that it will burn if you have to leave it for a few minutes. They can form no poisonous compound if food is allowed to stand in them (§283). There is upon them no colored glass to splinter off into the food (§286). They save time in cooking food and in cleaning utensils. They reduce the fuel bill by one-third (§292).

**The best is the cheapest** 260 "In summing up, then, we find it costs about fifteen times as much to make "**Wear-Ever**" utensils as it does to make enamel utensils; that aluminum will last twenty-five times as long as enamel ware; and that in practical utility it is not inferior to enamel ware in any respect and that it surpasses it in many respects. All these things considered, is it then too expensive (§294, 343)? Is it not, on the contrary, the cheapest ware you can buy?"

## (7) "IT TAKES TOO LONG TO COOK IN ALUMINUM."

"Other ladies have told me the same thing, and I agree **261** that first appearances seem to justify the statement. But if we fill an aluminum kettle and an enamel vessel of the same size with water, put them over the same heat and try to make the water boil, that in the enamel kettle will do so first. You have probably noticed that. But I find that when the water in this kettle is bubbling up at the point over the fire, the sides of the vessel half way up are hardly warm. An examination of the aluminum kettle at the same time shows that it is almost as hot along the sides near the top as it is on the bottom. This is because aluminum is such a good conductor of heat. Consequently, the water in the aluminum kettle is being heated from the sides as well as from the bottom—heated uniformly and gradually; and the effect of this kind of heating is such that if continued the aluminum kettle will boil dry first.

**Try the  
experiment**

"Now, what relation does this have to cooking? Can **262** food be cooked just as well in a vessel that heats evenly as aluminum does as it can be in one that boils violently as the enamel kettle does? More than one hundred years ago Count Rumford performed various experiments which proved that food may be cooked—and best cooked—in water which is not heated to the temperature of 212 degrees. Indeed, there are places at which, on account of their elevation and consequent difference in atmospheric pressure, the boiling point of water is less than 212 degrees. At a high elevation meat is boiled in water whose temperature is 209 degrees, whereas, at sea level boiling water has a temperature of 212 degrees. And yet there is no complaint that meat boiled upon the mountain is less done than that which is cooked at the seashore. Now, authorities on cookery state that food is best cooked, not when it is boiled, but when it is cooked in water not quite up to the boiling point. Aluminum is the metal which more readily than any other metal raises the temperature of water to just about the simmering point and keeps it at that (§27).

**An old  
superstition  
exploded**

**Mountain  
and seashore**

"The heat applied which is more than sufficient to raise **263** the water to the point of simmering is simply wasted in

**Heat  
not motion**

converting water into useless steam. In fact, when the water is rolling up and breaking into large bubbles, more of its parts are exposed to the air and consequently it retains less heat than it does when it quietly simmers just below the boiling point. In the great majority of the so-called boiling operations, even simmering is unnecessary.

"It is seen, therefore, that instead of possessing the disadvantage of being a slow cooker, aluminum is better adapted than any other metal to the purposes of scientific cooking. It is heat, not motion, which cooks food."

(8) "SERVANTS ARE SO CARELESS AND IGNORANT THAT IT DOES NOT PAY TO GIVE THEM ANYTHING OF VALUE TO USE IN THE KITCHEN."

264

**Three fingers**

"I agree with you that, unfortunately, that is often the case. But if I am not mistaken, I can count on three fingers the ways a servant destroys cooking utensils. She allows them to rust, she strikes them against the stove and they chip and scale, and she ruins them by burning food in them. Now an aluminum utensil cannot rust, it cannot chip or scale, and food burned in it has no effect whatever upon the utensil. How, then, can a servant destroy it? She may bend it or pound it with a hammer; but even then it can be restored to its original shape and worth. During my demonstration this pan was battered full of dents. This same utensil can be hammered back into shape and will give good service for twenty-five years." (§59, 60).

**Objection be-  
comes reason**

If you are working in territory where the servant problem is frequently met, the words "Servant Proof" will prove an excellent introduction. For instance, "Good-morning, Mrs. Blank (presenting your card). As you see, Mrs. J— has given me an introduction to you so that you may have an opportunity to see 'Servant Proof' Cooking Utensils—the utensils with which Mrs. J— and Mrs. R— have equipped their kitchens. Have you seen the 'Servant Proof' ware, Mrs. Blank?"

As you open your sample case say, "Mrs. J— says that her servant ruins her pans principally by chipping off the enamel or by burning them. Do you have that trouble, Mrs. Blank?" Then proceed according to the suggestions given

above, showing your enamel pan and bottle of chipped glass, making use of the suggestions found in §286-288 and 311. Next show her the dented cereal pan and ask, "Do you think a servant would dent a pan worse than that?" (Show the side of the pan containing large dents and wait until you receive an answer before you proceed—which probably will be, "No, a servant could not dent a pan worse than that.") "But, see this side," turning the pan around. "It contained dents as deep as that you have just seen, Mrs. Blank, but it has been straightened out without injuring the pan in the least." Then hold the pan upon which tomatoes have been burned so that she can see only the burnt half of the utensil and ask her whether she thinks a servant could burn a pan worse. After you have received her answer show her the half of the pan which has been cleaned.

If you are familiar with §254, 276, 280-282, 284, 286, 288, 291, 309-312 you will be able to turn the servant objection into the strongest reason for ordering "**Wear-Ever**" Utensils.

(9) "I HAD SOME ALUMINUM ONCE AND IT FELL TO PIECES."

"Oh, did you get some of that ware, too? Well, I think 265 that almost every lady I meet bought some. Mrs. Brown got a bushel basket full, I believe. Now since you thought that stuff was aluminum ware—just for your information and my satisfaction—I wish to show you the difference between pure aluminum utensils and crockery ware. Mrs. Smith said I must 'insist' on your seeing the difference."

Some successful men inquire for the names of ladies who have purchased such ware. They then approach them very seriously, as follows: "Good morning, Mrs. Smith asked me to call and see you. She said that you recently purchased some of that nice aluminum ware. I am selling aluminum ware and thought you might like some today." Then laugh, and she will understand. Often you truthfully can say that "Mrs. Smith said that I should be sure to call and show you the difference," etc. (§49, 136.)

**Crockery and crockery sometimes met**

## II. SILENT OBJECTIONS.

266 The successful salesman, however, must do more than answer questions and objections which are expressed. Men fail, not because they have not answered objections raised, but because they have not overcome objections which arose in the minds of their auditors, yet which for some reason were not expressed. When ladies do not talk freely after the general argument has been advanced, when words fail to convince, you may be sure that there is some unexpressed objection which has not been met satisfactorily. The ability to meet silent objections cannot be acquired from any set of instructions nor learned from a single experience. It must be developed by intelligent pains-taking practice (§437, 438).

Be a mind  
reader

In general, we may say that you should endeavor to turn silent objections into stated objections. In some cases, however, it is better to anticipate objections, which if stated, a proud woman may be unwilling to retract later. Frequently when the silent objection is mentioned by you, the lady herself then will express it, and you can deal with it accordingly. Above all, you must endeavor throughout your canvass to read human nature. Note carefully the points which impress your auditor favorably, and also any indication that she objects to what you say. In short, you must be tactful in adapting your manner and words to the peculiarities of your prospective patron (§340, 437).

"Human  
nature is  
man's  
greatest  
study."

Furthermore, in order to be prepared to meet silent objections, you must have a knowledge of your territory. You should know whether the ware has been sold there before, whether it is sold in the stores, and should learn the usual objections to the use of aluminum utensils in that particular locality (§74, 136).

Some of the objections which may arise in a woman's mind and which may not be expressed, are herewith presented and some suggestions offered which may be utilized in anticipating or in meeting such objections.

(1) "I HAVE NO CONFIDENCE IN YOU."

267 This unexpressed objection is best met, or rather anticipated by your manner. Straightforward, earnest conversation will do more than anything else to inspire confidence in

your honesty (§431). You may, however, if you suspect that your auditor objects to canvassers in general, state that perhaps she has been deceived by some agent in the past, and, consequently, does not believe all that you say. Make use of personal letters of recommendation (§69), refer to common acquaintances, etc. Then state that the names in your order book show that, if it should happen that you are a fraud, she will not be the only good lady to be laughed at.

**Your face,  
your trade-  
mark**

(2) "I HAVE NO CONFIDENCE IN ALUMINUM WARE."

This objection may be expressed, and if so, may be dealt with according to the instructions given elsewhere. If you have reason to suspect that your auditor may have heard of some utensil which has not given satisfaction, or that she may have some utensil which has become discolored, regarding which she does not speak because she wishes not to discourage you in your work, you may lead her to express that objection by telling her of the experience of some other lady, who had a kettle which failed to give satisfaction (§136, 249). What has been said in answer to stated objection, "I don't want aluminum because it discolors," will furnish material for use at this place (§252-255). **268**

**Don't fear  
this**

When all is said, however, the use of testimonials from people in your territory who are using aluminum will probably be more effective than anything else in removing doubts from the minds of prospective customers; therefore, when you think that doubts do exist you should be prepared to produce testimonials as to the merits of aluminum in general and specific testimonials with regard to particular utensils (§321).

(3) "MY HUSBAND MAY OBJECT."

If you have reason to suspect that this objection is preventing a lady, who evidently desires them, from ordering some utensils you may say: "Men are more enthusiastic over aluminum ware than women are. I am sorry that Mr. Blank is not here now. I usually get large orders when I talk to a woman and her husband at the same time. Men appreciate the merits of these utensils, and they are practical enough to understand the economy of purchasing them. They usually say, when they are present at such an interview as this, 'Let her get the utensils if she wishes them.' "

**269**

## 112 Instructions to "Wear-Ever" Salesmen

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**Men** Quote the experience of some lady whose husband was  
**appreciate** pleased because she purchased some "Wear-Ever" ware, etc.  
**"Wear-Ever"** If the lady still hesitates, suggest that as you will be passing  
**ware** by during the evening you will be pleased to call again, if she  
desires, when Mr. Blank is at home. This courtesy on your  
part will be appreciated by her and she will do her best to  
prepare Mr. Blank for your call. Evening calls are full of  
profit (§124, 308, 359).

(4) "I HAVE ALL THE WARE I NEED NOW. I'LL WAIT  
UNTIL ALUMINUM GETS CHEAPER."

270 The first part of this objection is frequently expressed  
before you have uncovered your samples. If it is not you will  
do well to anticipate it by speaking somewhat as follows:

**History has** "Of course, I do not suppose, Mrs. Blank, that you are  
**repeated** in actual need of cooking utensils. Probably your kitchen is  
as well supplied as is that of Mrs. Jones. She said to me,  
'Now I am not getting all these utensils because I need them,  
but because I realize that this is my opportunity to get ware  
that is thoroughly good. I am tired of getting enamel ware  
every few months—just to be burned, banged and scaled and  
thrown away. If this ware lasts as long as they say it does I  
may as well get it now and be done buying cooking utensils.' "

(5) "I MUST SAVE MY MONEY. I HAVE JUST ORDERED  
A SET OF BOOKS AND I WISH TO GET A NEW  
DRESS."

271 "Dr. Wellman stated to me the other day that 'It is just  
as important to have pure cooking utensils in the kitchen as  
good books in the library, that we cannot enjoy good books  
or anything else very much, if food is not well cooked' (§161,  
**A way to** 283, 284). The use of aluminum ware saves you time in cook-  
**wealth** ing food and also, by relieving you from the necessity of  
stirring food, it gives you more leisure to read or sew than  
you have when you use other cooking utensils. Then, too,  
relief from the necessity of continually buying more enamel  
ware enables you to have more books and better dresses, etc.'"  
(§158, 276, 277, 294).



## (6) "I DO NOT LIKE YOUR APPEARANCE."

This objection will, of course, be unexpressed and it ought not to exist. We know, however, that it sometimes does exist. We have learned of one of our men who called upon two ladies who really wished to buy some aluminum ware. His manner and appearance, however, were so repulsive that they gave him no order, but rather tried to secure utensils in another way. The best way to meet the objection is to anticipate it. You ought not to seek an audience with a lady when your nails are in mourning, or your collar has been subjected to the iridescent finish of a week's wear, or act as if you were clothed in a wooden overcoat (§118, 297). 272

A side talk

## (7) "YOU SAY YOUR PIECE VERY WELL, LIKE ALL AGENTS, BUT I DON'T BELIEVE YOU KNOW MUCH MORE ABOUT THOSE THINGS THAN I DO."

This objection, like the preceding one, should be anticipated by your conduct and conversation throughout the entire interview. You should know more than your "piece." You should be able to talk intelligently about the ware, its manufacture and its uses (§430). Many men make the mistake of falling into a rut in giving their arguments, so that they have the appearance of giving a declamation rather than of conversing. Bear in mind that your auditor is hearing your words for the first time and talk to her accordingly. Do not fail to look her directly in the eye and observe as you talk whether or not she understands what you are saying. Show that you understand your own statements and that you wish her to. In other words, show her that you are a person and not a phonograph (§341, 431, 432). 273

Look me  
in the eye

## (8) "THE UTENSILS ARE DARK AND SPOTTED ON THE INSIDE."

This objection may be silent or expressed. 274  
For reply see §45 and 253.

## (9) "I'LL GET SOME ALUMINUM WARE FROM A MAIL ORDER HOUSE."

Talk about the "Wear-Ever" trade mark and call attention to the fact that "Wear-Ever" Specialties are not sold in stores or by Catalog Houses. (See §112). 274a

## CHAPTER VIII

### RESERVE FORCES

**275**      The purpose of this chapter is to supply material which may be used in closing the sale. We do not mean by this, however, that we wish simply to give you something to say. On the contrary, the object is to supply you with facts and arguments so that you can say the thing demanded by the occasion. Probably never will it be necessary for you to use all these arguments in one canvass. You should have them at your tongue's end, however, and should adapt them to the needs, characteristics and views of each individual you canvass (§437).

Not some  
thing but  
"the thing"

But how are you to know what argument will be most effective in any given case? This you must endeavor to determine by skillful questioning. Try to get your prospective customer to express herself on this or that point brought out in the course of your talk. If she is economical, the durability and strong construction arguments will appeal to her. If she thinks the careful selection and cleanly preparation of food the most important things in the world, the chipped glass, poison and cleanliness arguments should be brought into action. Remember, therefore, that judicious selection based on skillful questioning, will determine the value of these arguments to you (§340, 438).

How to  
discover

#### (1) THE DURABILITY OF ALUMINUM

**276**      "Here, Mrs. Blank, is a piece of aluminum." (Show your sample disc of aluminum sheet.) "If you were to put it on the stove and heat it three times a day and after each heating wash it with water and soap, how long do you suppose it would be before rubbing across the stove and washing it would wear it out? It is hard to give a definite answer to such a question, I know, but you'll agree with me, I'm sure, that if it possessed no better wearing qualities than a piece of brass the same size and shape, it would require from twenty-five to fifty years. Now this kettle, like that disc, is made of aluminum." (Of course, any other utensil can be used in the argument.) "How long will it last, do you suppose?" "Again no definite answer can be given because no aluminum utensil made like this has yet worn out. But how

Supposition

can it wear out? There is no enamel to scale off if it burns or gets a knock. There is no plating or coating to wear off as in the case of tinned or nicked ware. It is aluminum outside, inside and in the middle—all aluminum. If you wear off the equivalent in thickness of ten coats of tin on the outside or inside surface, the exposed surface is the same material—aluminum. If you could split it in the middle and turn it inside out you would have the same thing—aluminum. Again, it will not wear out by rusting; for aluminum, as any chemist will tell you, does not rust. There are no seams to come apart and no solder to melt. Surely, then, it is reasonable to suppose that this kettle will last just as long as the old brass and copper kettles, which as you know were almost indestructible and passed down from one generation to another. True, brass is somewhat harder than aluminum, but this advantage is more than offset by the fact that for hygienic reasons brass, unlike aluminum, must be scoured both before and after using. Furthermore, thicker metal is used in “Wear-Ever” utensils than in brass kettles.

A life time  
ware

“But we need not rest the case entirely on theory; there are substantiating facts. About the time the first aluminum cooking utensils were made, Dr. Joseph W. Richards, Professor of Metallurgy at Lehigh University, Bethlehem, Pa., purchased several pieces, and as a matter of experiment weighed them and made a record of their weight. After eight years of continuous, daily use he weighed them again and from the amount they lost by wear and tear in that time he calculates that utensils made as these are will stand the same kind of service for at least fifty years. Surely then it is a conservative statement to say that this kettle will last at least twenty-five years. But assume that it will not. Suppose that it will last only fifteen, or even ten years, and yet its use is more economical than that of any other ware on the market” (§140, 147, 256, 280).

A calculation

## (2) WITH REGARD TO BURNING.

“Constant stirring is the price of perfect cooking—unless a “Wear-Ever” utensil is used. You know better than I do what care and watchfulness must be exercised to prevent rice, tomatoes, all sorts of milk preparations, and many other

**Burned food makes hot temper** articles of food, from burning when cooked in ordinary vessels. Think, then, what it means to have cooking utensils made of a metal which under ordinary circumstances will not scorch or burn food even though no stirring whatever is done. Aluminum is that metal (§27, 142, 281).

**Telling  
testimonial**

279 "Now, food may be burned in an aluminum utensil if too much heat is used. The best results are obtained with little heat (27, 85, 142, 263, 281). But that there need be little danger of burning is shown by many testimonials. One lady writes, 'I have put up over 500 cans of jelly with my kettle, and I never had any of the fruit stick, scorch or burn.' Another says: 'When I secured the kettle I thought I would test your claim as to the non-burning qualities of aluminum. I was about to make quince butter and I decided to make a comparative test. I took a granite iron kettle and one of aluminum and placed in each kettle the same amount of quinces, sugar and water. I then placed them over equal heat and allowed them to cook. I was compelled to stand by the stove on a warm day to stir the fruit in the granite kettle to keep it from burning. The butter in the aluminum kettle was done first and was beautifully cooked without a particle of stirring. It was lighter and richer in color and more palatable, and when placed on the table it is pronounced by members of the family to be a different kind of butter from that cooked in the granite vessel.' " (While these testimonials are strong similar ones from the people in your territory will have more weight with their neighbors and friends).

**Two facts**

280 "But just as important as is the fact that food does not burn readily in aluminum is the companion fact that a "Wear-Ever" utensil is not injured in the least if food is burned in it. As shown in Test and witnessed to in the Testimonial, no harm is done aluminum by a burning such as would scale off the glass coating of an enamel vessel, loosen the spouts of tin, copper and nickeled utensils, melt the tin on a tin vessel (Tinned iron), crack a cast-iron pot, loosen the nickel from nickeled ware and the tin from a tinned copper pot. Consider, then, what a saving will be effected in the course of a single year by this quality of aluminum, especially if you have careless servants. Will it not pay then, to

have your kitchen supplied with utensils that do not burn readily, and that are not injured if they are burned?" (§150, 164, 294.)

**NOTE.**—In speaking of the above facts guard against leaving the impression that it is absolutely impossible under any circumstances to overheat aluminum. As a matter of fact, it melts at 1215 degrees F. It is altogether possible, therefore, to develop enough heat on a gas range to melt a hole through an empty vessel, but as long as the vessel contains water there is no danger of doing so. Inasmuch, however, as a heat of from 400 degrees to 600 degrees F. is amply sufficient for all ordinary cooking purposes, it is readily seen that the danger of melting an aluminum vessel arises only in very extreme cases.

### (3) NO POISON IN ALUMINUM

"We live in an age of hygienic precaution. More people to-day than ever before are boiling, filtering or distilling their drinking water. There are Pure Food laws and Pure Food shows. These things are evidences of an awakened public intelligence; and yet thousands of people every day are in danger of being poisoned in their own homes—and that too in a way they hardly suspect. They permit the use of cooking utensils which are capable, by action of fruit acids upon them, of producing the most deadly compounds. That may be an astounding statement and so I ask you to think about it" (§29, 141).

"Any chemist will tell you that salts of tin, copper and lead are poisonous, and that such salts can be produced by the action of fruit acids on those metals. True, these acids do not readily attack tin, but if food is allowed to remain long in the vessel the danger becomes great. This danger is met with, not only in tinned iron utensils, but also in copper vessels that are lined with tin; and with the latter there is the further danger that the tin lining may wear through unperceived. The acid will then attack the exposed copper and, as every one knows, produce one of the worst of metal poisons. Exposed as the traveling public is to these dangers which lurk in hotel kitchens where there are ignorance and carelessness, is it not surprising that it does not raise a general protest against the prevalent hotel custom of using tinned copper kettles? Lead salts are produced from the lead commonly used in the glazing on pottery. Acids found in vinegar, mustard, etc., may corrode the glazing and cause lead poisoning and there is danger in the apparently harmless enamel ware. Sometimes the enamel is held fast to

281

282

Poison in  
kitchen

283

Pure food  
depends upon  
pure utensils

the iron beneath by preparations containing lead, arsenic and antimony. As soon, therefore, as the enamel cracks or scales off, these metals dissolve in the food and poisonous compounds are formed. The guarantees given by some manufacturers of enamel ware, that no poison is used by them, imply that poisonous substances are used by others. A candid examination of the facts, therefore, makes it plain that it is more or less unsafe to use such wares" (§141, 259, 311, 312).

284 "With regard to aluminum the case is entirely different. Any chemist or physician who has investigated the matter will tell you that no kind of food will form a poisonous compound with aluminum. In other words, an aluminum vessel is as pure and safe as one made of china. Some one has said that no food known to man will hurt aluminum or be hurt by aluminum.

Pure as  
china

"Every day you eat and drink more or less aluminum. This statement is shown to be true by the following figures obtained from "The Occurrence of Aluminum" by Langworthy and Austin.

"The second column shows the quantity of alumina to be found in the kind and quantity of food stated in the first column.

"Detroit river water was used as a sample of drinking water because it is considered of an average degree of purity. There are hundreds of waters all over the country which contain much more alumina than the water tested. All mineral waters contain alumina in various forms and in many cases in large quantities.

Langworthy  
and Austin

Foods	Quantity Alumina
Bread, 4-lb. loaf.....	.156 gram
Ripe Apple, 1 lb.....	.108 "
Peas, 1 lb.....	.016 "
Rhubarb, 1 lb.....	.0157 "
Wine, 1 qt.....	.295 "
Blueberries, 1 lb.....	.0227 "
Ripe Cherries, 1 lb .....	.272 "
Grapes, 1 lb .....	.011 "
Milk, 1 lb.....	.013 "
Eggs, 1 lb.....	1.56 "
Detroit River water, 1 qt.....	.0092 "

"And, Lunge and Schmid say regarding aluminum (as quoted by the January 1912 "Good Housekeeping" Magazine): 'The action of coffee and tea and beer is practically zero; that of acids and acid liquids is more pronounced, but in the worst case too slight to cause any alarm whatever. Nor is there the slightest danger of any injurious action on the human body by such traces of aluminum compounds, seeing that our food contains very much more than these; in fact, they could not act injuriously unless quantities hundreds of times larger were regularly entering the stomach.'

**Lunge and  
Schmid**

"These authorities say in substance that every person must eat a considerable quantity of aluminum compound in his everyday food—that anyone who is afraid of the possible formation of an aluminum compound must eat and drink in constant terror.

"The foregoing statements should not of course lead you to suppose that aluminum cooking utensils are to any appreciable extent dissolved by acid fruits or foods. If such were the case the whole utensil would be completely dissolved within a short time. Actual experience shows that such is not the case. For example, there are a large number of grape juice and wine manufacturers in this country who have used the same aluminum tanks, steam jacketed kettles and utensils for many years. Aluminum tanks and other apparatus used in many other industries connected with preparation and preservation of food products have given long life and satisfaction. Many salesmen personally know of aluminum utensils which have been in use from 10 to 20 years.

**Twenty years**

"Thus, if any compounds are formed, the amount must be exceedingly small (§311)—too small to consider at all—and must be harmless, considering the fact that we daily eat hundreds of times more aluminum compounds than possibly could be obtained from the use of cooking utensils. To use aluminum, therefore, is to feel perfectly safe from danger of poisoning through the ignorance or carelessness of cooks" (§141, 264, 309).

**Eat it  
daily**

"Why have the brass kettles, once very much in favor, been so generally discarded? Simply because people were aroused to the danger in using them. A similar fate un-

**Why** doubtably awaits all other cooking utensils which contain or are capable of forming poisonous substances, as soon as the facts become known.

(4) WHAT BECOMES OF CRACKED GLASS

**286** It is well to have an enamel vessel of some kind before you when you make use of this argument (§61). Have your auditor examine it as you begin thus:

**287** "Do you know what this utensil is made of? It is nothing more or less than a steel sheet coated over with colored glass. Now, as you know, steel expands more quickly than glass. What, then, will happen when this vessel is heated the first time? Naturally, the unequal expansion will cause the glass coating to crack—it can't help it. If you examine it after it is heated the first time, you'll not be able to see the cracks with the naked eye, but if you use a microscope you'll see them running in all directions. Now, every time you use this vessel these cracks open and close, open and close. Gradually the glass chips off along the edges of the cracks and particles of food collect in the little crevices thus formed. Before long you can see the cracks. I'll venture to point them out to you in any utensil you've had in use for six months." (You'll always be safe in using this challenge). "What becomes of the glass that chips off?

**Funny  
"cracks"  
at your  
expense**

**288** "'But,' you say, 'It has been in such small particles that it could do no harm.' Well, look here. In this bottle I have a collection of pieces of colored glass, large and small, which have been chipped from just such a utensil (§61). You will notice the large pieces at the top and smaller ones at the bottom. Now, suppose I put a pinch of these harmless little pieces into the soup you are cooking for dinner to-day. Of course you would not eat it. But what is the difference whether I add this glass as a seasoning or whether it simply scales off from the kettle?

(5) THE HEAT RETAINING QUALITY OF ALUMINUM

**289** "Aluminum is not only a good conductor of heat; it is also one of the best heat-retaining metals known. Consider for a moment, then, what this means when food cannot, for some reason, be served as soon as it is cooked. In the old style utensils it will dry out, becoming leathery and unpala-



table, but in aluminum it can be kept as hot and fresh as if it were served the instant it is done. In fact, aluminum utensils, with their tight-fitting lids, are small kilns, in which the food retains an even moist heat. Their use makes it unnecessary to burn the fire an hour to keep breakfast ready for a late riser" (§28).

**A warm  
breakfast**

"This property is especially valuable in the coffee and tea pots. At the beginning of the meal, you may, if you wish, set the pot on the table and the tea or coffee will remain steaming hot until its close. This makes it unnecessary to carry the pot back and forth from the kitchen to the dining room several times during the meal or to keep an alcohol lamp on the table.

**Save steps**

#### (6) LIGHTNESS OF ALUMINUM

"Labor saving devices are being introduced into all kinds of work, and don't you think that something should be done to make cooking a little easier? Think of the amount of energy needlessly expended every day in handling heavy pots and pans. All this would be done away with if aluminum vessels were used. But perhaps you do not know that aluminum is less than one-third as heavy as iron and only one-fourth as heavy as silver; that a block of aluminum, as tough and almost as strong as steel, will weigh little more than a block of wood of the same size. Now a gallon of water is heavy in itself; add half as much again to that weight by the iron pot in which you lift it and it is almost dangerous for a woman to lift. Of course, you tell me you do not use the old-fashioned iron pot, but an enamel kettle instead. Yes, but its base is iron, coated over with glass equally as heavy, and it is lighter than the iron kettle only because there is not quite so much of it. A "Wear-Ever" kettle of the same size does not weigh half as much—is so light that you scarcely know you have hold of it" (§25, 140).

**280**

**Aluminum  
saves many a  
backache**

#### (7) CLEANLINESS OF ALUMINUM

"If you use iron and tin cooking utensils which burn black and hide the grease and germs, you can't keep them clean even though your intentions are good. It's hard to see grease on a black surface. But aluminum is bright and

**291**

The "Spot-  
less Spotter"

must be kept clean or the dirt will show. If you use aluminum you will always be able to tell, therefore, whether or not your pans are clean.

"But not only is it easy to see dirt on a 'Wear-Ever' pan; there is no trouble at all to clean it off the smooth polished surface. Of course, aluminum will not wash itself. If you are careless it will become smoky and discolored; but give it ordinary care, or even a little less, and it will always be bright and clean.

Reflections

"And such ware makes the pantry as attractive as the china-closet does the dining room. You may not take much interest in your old-style 'Kettlery,' but you are sure to be proud of an outfit of 'Wear-Ever' utensils. No reflections, of course, on your old pans; they aren't made that way" (§264).

#### (8) ALUMINUM SAVES FUEL

- 292 "You can make a set of aluminum utensils pay for themselves in one year; and surely an investment which will repay the principal in the first year is a pretty good one these days. Shall I tell you how that can be done? It's a small meal in the cooking of which, using 'Wear-Ever' utensils, you can't save five minutes fire. Of course, that's not very much. Neither is fifteen minutes a day; but count it up. How about saving ninety hours in your fuel bill in one year? Wouldn't that pay for your new utensils?" (§143).

90 hours of  
gas burning  
costs what?

"And there is a reason for this. Aluminum heats quickly, gets hot all over at once, and retains the heat longer than other wares" (§27, 289).

"Aluminum is the best fire saving metal known. It saves enough 'money to burn' to pay for itself" (§294).

#### (9) "WEAR-EVER" UTENSILS STRONG AND WELL MADE

- 293 "Shortly after aluminum came into the market some manufacturers saw an opportunity to make money by producing cheap aluminum utensils. This cheapness was made possible in part by using metal so thin that the utensils could not withstand everyday wear, and in part by putting a great deal of alloy into the utensils. As a result they dented and bent and melted and a misunderstanding arose about

Old trouble

aluminum. But the trouble lay in the manufacture, not in the metal. Gold foil serves some purposes well, but it would not do for coin" (§41-49).

"Meanwhile The Aluminum Cooking Utensil Company began manufacturing aluminum utensils. They made use of all the knowledge and skill of the men who had devoted their lives to the production of aluminum. They made the utensils strong and called them "**Wear-Ever**" because they knew the wearing qualities of well made aluminum utensils.

"And please note how these "**Wear-Ever**" utensils are made. In the first place, the aluminum in them is hard, smooth sheet. Then, too, it is so thick and strong that it will stand hard knocks. This disc (the small sample of the trade-mark) is the exact gauge used in one of the kettles (No. 7). The utensils may be dented but not broken—not even by a sledge hammer blow. Note also that there are no seams or joints in any of these utensils to catch the dirt or to come apart, and that no solder is used in attaching spouts, etc. (§44). Furthermore, they are finished in the best possible manner; the outside is highly polished and the inside is hardened by electricity to prevent discoloration by foods or water containing alkali or iron (§41, 47, 253).

"**Wear-Ever**"  
means  
"**Sterling**"

"In other words, "**Wear-Ever**" utensils are the product of the most intelligent and skillful efforts that have been put forth in aluminum manufacturing. You may have seen aluminum utensils that were not well made. They were not marked "**Wear-Ever**." Those thin utensils were made to sell; this brand is made to wear" (§49, 209, 232).

A difference

#### (10) ECONOMY IN USING ALUMINUM

"To pay a fair price for a thoroughly good article is a simple rule of economy, and in most things we follow it. We pay ten dollars for a dozen silver spoons when tin spoons can be bought for a dollar a dozen; four dollars a pair for shoes when shoes can be bought for a dollar; twenty-five instead of ten dollars for a suit of clothes; two dollars instead of twenty-five cents a yard for dress goods. But in buying cooking utensils we usually reverse the rule, disregard everything but the present cost and buy what is cheapest for the time being.

294

Day wise  
decade foolish

"Now, if an aluminum kettle costing three dollars lasts at least fifteen times as long as the kind usually bought for one dollar and a half, does not economy demand the purchase of the aluminum kettle? If an aluminum vessel not only lasts much longer than any other kind, but in addition actually pays for itself in one year in a saving of fuel, is there any excuse whatever for not using it in preference to any other—provided that you wish to be at all economical? And further, if aluminum not only saves the food that will be destroyed by scorching and burning in other wares, but in addition actually insures your life and health against metal poisoned food, would it not be folly to do without a set of aluminum utensils even though their cost were three times what it actually is" (§161, 277, 290, 292, 309)?

**Ten reasons** Aluminum ware, therefore, saves fuel, time and strength. It will not burn food, retains heat, is healthful, is cleanly, requires little grease, is light, is indestructible, is without seam or solder. It is economical, is safe, is beautiful, is the best.

#### "THAT REMINDS ME."

"Madam," said the book agent as the door was opened by a very comely maid, "I am selling a new book on etiquette and deportment."

"Oh, you are," she responded. "Go down there on the grass and clean the mud off your feet."

"Yes'm," and he went. "As I was saying, ma'am," he continued as he again came to the door, "I am sell——"

"Take off your hat! Never address a lady at her door without removing your hat."

"Yes'm." And off went the hat. "Now, then, as I was saying——"

"Take your hands out of your pockets. No gentleman ever carries his hands there."

"Yes'm," and his hands clutched at his coat lapels. "Now, ma'am, this work on etl——"

"Throw out your cud. If a gentleman uses tobacco he is careful not to disgust others by the habit."

"Yes'm." And the tobacco disappeared. "Now, ma'am," as he wiped his brow, "in calling your attention to this valuable——"

"Wait. Put that dirty handkerchief out of sight. I don't want your book. I am only the hired girl. You can come in, however, and talk with the lady of the house. She called me a liar this morning and I think she needs something of the kind."

## CHAPTER IX

### HELPS AND HINTS

The suggestions contained in this chapter are intended **295**  
to supplement and reinforce the instructions given in other  
chapters. They are suggestions merely, suggestions which,  
if used, must be developed in detail and applied to practice **And eyes**  
by your ingenuity. The hints seen between the lines may be **to see**  
worth more to you than the statements which actually appear  
in type. It is a chapter for him who hath ears to hear (§12).

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**A pigmy upon the shoulders of  
a giant can see more than the  
giant.**

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Too great emphasis cannot be placed upon the import- **296**  
ance of clothing arguments so far as possible in the words of  
women who have ordered utensils, or, if re-canvassing terri-  
tory, of women who have used utensils. In order to have  
statements of ladies who like aluminum ware it is necessary  
that you note what ladies say in placing orders, that you ask  
them what qualities of the utensils they like best, etc.

The names and quotations given in Model Talks were  
suggested by the experience of salesmen. They are simply  
“Models” like which your talk should become as it is de-  
veloped by your own experience. As you begin your canvass  
quote the words of women you may know who have used  
aluminum ware, or of friends who witnessed the test made  
at your home, and ask prospective customers whether or not  
they agree with the statements quoted. Thus you soon may  
secure all the quotations you need. Furthermore, modest  
appeal for opinion is of great value in conducting any can-  
vass (§315, 443, 444). **“The best  
policy”**

From the first day you canvass until the last day you de-  
liver, your words should ring with the earnest conviction of  
personal experience and belief. They should never be the  
sounding brass of fabricated falsehood (§55, 157, 430).

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**The honor of a man  
May be as firm as flint,  
And yet he need not say  
“I never took a hint.”**

- 297 In canvassing as well as in any other business, you should be neat in your personal appearance. At the same time you should not dress like a dude. Dress so as not to attract attention—neither by foppishness nor by "sloppishness."

**Personal appearance** Be earnest and business-like, yet pleasant, kind and courteous on every occasion. Never be easy going and flip-pant and do not talk on any and every subject. Your personal appearance and social bearing will in themselves make or mar your success (§118, 272).

**"I am an old man and have had many troubles—most of which never happened."**

- 298 Canvassing has been abused and because of this fact the impression is current that all salesmen are frauds. This impression, we are sorry to say, is well founded in many cases. Some salesmen habitually stick their feet in the door as soon as it is opened and then begin to show their articles without permission and with total disregard for the time and convenience of their customer. They keep up a contemptible boring, begging and insisting, even long after common sense and ordinary breeding would tell them to yield (§124). Thus some people have come to detest the mere sight of a salesman.
- Don't be a bore**

The first and absolute essential to your success is that you secure an opportunity to show your samples. Because of the above mentioned condition you must first disabuse the mind of your customer of the impression that she will invariably have—that you are "like all other salesmen" (§120, 359).

**"It pays to get over the fence on the other person's side once in a while and look back at yourself. Not infrequently you may see things there."**

- 299 Nearly every lady will tell you that she doesn't want to buy, that she is not in need of what you have, that "times are too hard" to buy anything that she doesn't need. The experienced salesman will not pay the slightest attention to complaint about hard times, but will go on with his plea for permission to show the goods on the ground that he "is only introducing them;" that all he asks is to show them whether he sells or not.
- Hard times**

If you fail to sell because of this excuse you may be sure that the fault is not with the times nor with your customer, but with yourself. You have failed to create that enthusiasm and interest which can find gratification only in the possession of the article, and which will always seek gratification forgetful of every obstacle, hard times included. This failure, or any other, should teach you your weakness and stimulate you to a more earnest and careful study of these instructions, together with a more systematic and practical application of them (§14, 338, 434). A lesson.

**The man with "sand" raises  
the "dust."**

Don't miss a single person. Someone has said that in canvassing "the most unlikely are more likely than the likeliest." This is invariably true, and the salesman who loses sight of this fact is sure to suffer serious loss. You cannot afford to lose a single order that you can secure by any honest means. The influence of a single name cannot be estimated. The more orders you can place within a small radius, the more influence you will have in securing others. People usually will not think of those who have not ordered; but, on the contrary, as you read the names of so many of their friends and neighbors, the impression will be given that everybody is ordering (§76, 162). 300  
  
Canvass  
everybody

After taking an order do not sit and visit half an hour, but pack up your samples quickly and take another order in that half hour. Move on

**Cultivate the smile that feels  
its oats—it pays.**

Inexperienced salesmen who have not learned the secret of success often work hard, spoil good territory, get no orders, and wear themselves out by moving from place to place and spending only a few minutes with each person they canvass. The experienced salesman who has properly studied his business, "takes it easy," does thorough work, spends a good deal of time on little territory, is never in a hurry and always does good business. 301  
  
How many  
canvasses  
a day

It takes a lively canvasser to make from ten to fifteen 302

calls a day and do the work well. When the best work is being done the average number of canvasses per day will be less than twelve rather than more. The skillful and experienced salesman will average from seven to ten sales per day. When you remember that this is done in from ten to fifteen canvasses you have a good idea of what we mean by "thorough work" (§362).

**Don't canvass  
a crowd**

Never attempt to canvass a crowd. You seldom can successfully canvass more than one person at a time. Wait until the ladies are at their respective homes and then call on them.

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**The song of aluminum: "I have  
such a nice little weigh with me."**

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**303**

The value of presenting the names of customers cannot be overestimated; and the salesman who loses sight of this fact, fails to use his most powerful argument. To some, however, and among the wealthier class especially, the sight of an order book is very obnoxious and much skill is required to get your names before them. Some salesmen do not read names from order book, but give them from memory. When they take an order, they remember the lady's name and where she lives. Continually throughout their talk they draw from their list of names and state what the different ladies have had to say in praise of the utensils. By the time they have finished they have given their prospective customer their entire list of subscribers without her being aware of it and in addition they have greatly strengthened their argument; for if her friend "Mrs. Smith thought the Handy Kettle would be so very nice for stewing chicken below and at the same time steaming dumplings above," you can rest assured that it will mean many times more than if you merely make the statement yourself (§157). Recall the different streets, and the women's names soon occur to you until you have mentioned them all.

**Presenting  
names**

**They are  
all buying**

Then incidentally remark that you are poor at remembering names and have sold to so many that it is difficult to recall their names. Prospective customers will then naturally think that you are selling to almost every person in town. No selling talk is stronger than "They are all buying." By follow-



ing the above plan of presenting names you strengthen your arguments by the authority of others and avoid showing your order book to a lady who you think may dislike the sight of it (§162).

After a sale has been made ask the customer to say a word of recommendation for the ware if she has opportunity to do so: Then ask information about neighbors and friends. After several names have been given say, "It is difficult to remember so many. Do you mind writing them down?" Usually the answer will be "No, I shall be glad to do so." Then produce your cards and thank her for filling them out. 304

The same talk used to secure cards at the test may be used in the canvass (§103, 118). Cards at calls

Some salesmen ask ladies to give them their personal visiting cards. The lady writes above her name the words, "This will introduce Mr. Brown." He then secures a list of from five to fifty names to her friends and her permission to present her card of introduction to each one of these friends. 305

When the ladies receive a plain card they usually expect a personal call and not a business call, and they frequently do not hesitate to tell the salesman who has sent in the plain card that he has simply taken advantage of them. 306

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**"You must look into people as well as at them."—Chesterfield.**

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A successful salesman states that he frequently does not use a card of introduction, but persuades each customer to whom he has sold to call up several of her friends living near by telephone with the advice that Mr. Blank is going to call to see them in a very few minutes. Before she goes to telephone he gets the names and addresses of the ladies and starts right out, not waiting to hear the expected reply that they are too busy, or that they are stocked up with cooking utensils, etc., etc. Of course when they find out that he has already left the house they invariably meet him with a smile at the door, rather than disappoint him; or in some cases, admire his clever plan if they happen to see through it. 307

**Telephone  
introduction**

- 308** The work of the day will begin more promptly and pleasantly, and so will end with greater profit than otherwise it is likely to, if you have arranged for a call to be made the first thing in the morning. When you cannot secure an interview **Arrange for calls** immediately, make an appointment for the next morning, if you can. If you cannot, arrange for an evening call (§124).

**It's a poor mule that doesn't  
work both ways.**

- 309** Magazines and newspapers contain many statements and ideas which may be used with telling effect by you. Watch for such points as you read articles and advertisements. Cut them out and paste in a note book or in your Catalog. For instance, in **Ladies Home Journal** for March, 1907, page 14, columns 2 and 3, appear statements which are worth their weight in radium in answering objections regarding price of aluminum ware, and in comparing aluminum utensils with enamel. To quote: "It is nowhere truer than in the kitchen that the **best is always the cheapest.**" "The enamel chips off or is burned off easily, and leaks soon appear where the enamel is worn away." "Especial care should be taken to avoid the enamels in which metals are used which form poisonous compounds with acids of fruits or vegetables." "**Aluminum makes the lightest and best cooking utensils,**" etc.
- 310** On page 28 of the February 15, 1911, issue of the Ladies Home Journal are described the Triplicate Sauce Pan and the Omelet Pan. The prices, however, are incorrectly stated. The following paragraph appeared in the January, 1912, Good Housekeeping Magazine:
- 311** "The practical results flowing from these observations deserve to be clearly defined, because of the applications which may be made of aluminum to culinary vessels. I have observed that the tin so often used and which each day is put in contact with common salt and vinegar, is attacked much more rapidly than aluminum under the same circumstances. **No poisonous compounds** Although the salts of tin are very poisonous, and their action on the anatomy far from being negligible, the presence of tin in our food passes unperceived because of its minute quantity. Under the same circumstances aluminum dissolves in less quantity; the acetate of aluminum formed resolves

itself on boiling into insoluble alumina or an insoluble subacetate, having no more taste or action on the body than clay itself. It is for that reason and because it is known that the salts of the mineral have no appreciable action on the body, that aluminum may be considered as an absolutely harmless metal."

**"Good Housekeeping"**

In the June, 1911, number of the Pictorial Review in the department headed "How to Stock a Kitchen," appeared the following:

"Whenever it is possible, aluminum cooking utensils should be purchased. For many reasons, no better material can be recommended. A good assortment to start with would be a tea kettle, coffee pot, tea pot, double boiler, frying pan, boiling pot, roaster, pie plates and cake pan. An excellent aluminum saucepan found on the market today, consists of three in one. In other words, it is practically one large round saucepan divided into three equal parts. These sections, though separate, fit together so closely that they can all be used over one lid at the same time. This triplicate combination is so large and durable that it will meet the need of an ordinary family for unnumbered years."

**For model kitchen**

The printed prices of the best grades of enamel ware and of percolating coffee pots may be used to show that the initial cost of aluminum ware is not much greater than that of other ware. When durability is considered, there is no comparison to be made (§168, 257, 276, 294).

**Get the prices yourself**

**If the Liberty Bell had been made of aluminum, it would not have cracked.**

Not only for reasons evident in the preceding paragraphs will it pay to keep a note book, but also as a means of preserving points gained by personal experience will a note book be found of inestimable value (§296).

**314  
Keep a note book**

At close of interview say, "Now I don't know much about cooking, Mrs. Blank—and may I ask you now just why you gave me this order? I am just starting my work in this section of the city—and any suggestions as to what you think are the strongest points to be made regarding these utensils will be of great value to me. I shall be grateful to you for your opinion, I assure you." Or, "Mrs. Blank, now

**315  
"There's a reason"**

that I have missed this sale, I should like to know—if you are willing to tell me—why you refused to order any of these utensils. A frank statement from you may help me greatly to do better the next time I make a call."

- 316 An appeal for advice is seldom made in vain. In her statements Mrs. Blank may mention articles which she likes best—articles which you may be able to sell her later in the summer or next year.

**View and review** If as soon as you are alone you jot down a pat way to put a point, or a difficulty to be defeated, or an objection to be overcome, you will have the best food for thought possible—food that should be mentally masticated during your next quiet hour.

- 317 Frequent reviews of your note book will enrich your stock of quotations, sharpen selling points and prevent a case of the "ruts." (§13, 15, 273, 296, 338, 431).

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**"When you get 'down in the mouth,' remember Jonah—he came out all right."**

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**Generosity  
pays good  
dividends**

It will pay to give to all ladies who attend the Test an aluminum utensil, say a small saucepan. The lady who places her kitchen at your service certainly should be favored by you to the extent of giving her a utensil. Instead of giving utensils, refreshments may be served by you. A good start in your work will be worth all that it may cost (§86).

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**Circumstances alter faces.**

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- 318 In some places delivery day must be set immediately after pay day. Unless plenty of time can be allowed for shipment of goods for such a delivery to be received by freight, it will pay to have the utensils sent by express. In many cases it is possible to have a part of an order shipped by freight and the remainder by express (§370, 398).

319 Many men have found that by making a Christmas delivery they are able to take orders that would not be given  
**"To him who waits"** for an earlier delivery (§164, 370).

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**Grateful for twenty years—she who on wedding day or at Christmas tide receives an aluminum present.**

It is not wise to distribute circulars before canvassing a town. As a rule only one lady in ten will read the circular and she will read it in a casual manner, grasping only a few of the good points of the ware. The other nine are likely to tell you that they have seen your circular and do not care for your goods. Then, too, the hardware dealers usually see the circular and thereby are prompted to offer special prices on their enamel ware. And some of them who have heard of some poor aluminum utensils manufactured by other firms in previous years will say to their customers all that they can against the use of aluminum cooking utensils. Thus in the end you will find it better not to distribute circulars ahead of your canvass. Leave circulars and testimonials only after you have canvassed the persons with whom they are left.

**No circulars ahead**

Whenever an order is taken some printed matter should be left, so that when the husband returns in the evening and his wife desires to inform him of the purchase she has made she will have some literature to help her explain the merits of the ware to him. Careful observance of this direction may prevent orders from being cancelled.

**When to leave**

**Success is neither pigeon-breasted nor pussy-footed.**

Secure testimonials for a number of the best selling articles in the Catalog, such as Handy Kettle Steamer, Ideal Coffee Pot, Egg Poacher, etc. Have these testimonials printed on a sheet of good light-weight paper 9 x 6½ inches—the size of the four page folder (once folded). It may be printed on both sides if the number of your testimonials requires it. Have your name and address appear on it. Place this sheet of testimonials between the leaves of the folder and distribute them together (§353). If you do not care to go to the expense of having testimonials printed, have them typewritten and place them in your Catalog.

**Testimonials printed or typewritten**

**Aluminum dispels darkness by making work light.**

Whenever a lady asks you to leave your address saying that she will write you in a few days stating whether or not she wishes any utensils, tell her to order the utensils she wishes to have and write to you if she decides later that

**Get orders  
now**

she does not wish to have the utensils. Tell her that unless she writes it is to be understood that the utensils are to be delivered. A woman who makes such a request either is almost persuaded to place an order or she wishes to be rid of her caller. If the former, renewed energy and redoubled enthusiasm—recapitulating points and answering some objections which you mistrust she silently is making—should win her immediate decision. If the latter, it is doubtful whether it is worth while to leave a card. Circulars and testimonials, however, may be left if you think there is the least hope of making a sale by a return call. "I thank you for the attention which you have so kindly given me."

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**Prolonged study of the newspaper never made a sale.**

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- 323** You should be careful to make a note of the residences of ladies whom you fail to find at home when you call. Too many men trust to memory alone or do not trouble themselves at all about interviewing such women and consequently lose large orders.

**Curious  
Woman**

The curious sight seeker, the bargain hunter—the woman who is out the most, usually is the one to whom a sale most readily is made—if the bargain is properly presented. The mere fact that she is out so much is evidence that she is seeking something new. When, therefore, she is found at home she is easily interested in aluminum ware and the interview is likely to place a large order in the book of the salesman. Chances of making a sale are increased also by the fact that by the time the lady is found at home many of her neighbors have ordered utensils; and then she surely must do so, as a matter of course.

You, therefore, cannot afford to fail to obtain an audience with the woman who is not at home.

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**Patience and sweet oil are as necessary in the business of canvassing as elsewhere.**

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- 324** The plan of working with and through the influence of church organizations, and indeed other organizations and institutions, is an excellent one. In the first place it presents an opportunity of securing an audience with the president

of the organization under favorable circumstances; and in the second place, by offering to reward the organization in some definite way for courtesies shown you, audiences with members of the organization are secured readily and sales are more likely to result than if advance interest has not been created by the fact that the offer of the salesman has been talked about by the members of the organization.

To secure  
audience

In order to insure the success of the plan you first of all must convince the Society President of the worth of "Wear-Ever" utensils.

Say to her: "Mrs. Blank, I have an offer to make to the Ladies' Aid Society. I am a representative of the Aluminum Cooking Utensil Co. No, I am not here to sell you anything, but to explain a plan by which the Ladies' Aid Society may place in the kitchen of the church, practically free of charge, an equipment of "Wear-Ever" aluminum utensils. We have found that ladies who have used the utensils appreciate them highly and are willing to assist in letting other ladies know about their good qualities. I am particularly anxious to secure your assistance and that of the ladies of your organization; and to show in a substantial way that I am grateful for any courtesies that may be shown me in helping to call the attention of the women of the organization to the utensils, I will make it possible for the women to get for the church kitchen, free, a set of "Wear-Ever" utensils. But first, as we talk, may I place this empty tea kettle on the stove?" (Other practical demonstrations should be used.)

Aid the  
ladies

The success or failure of the plan depends upon the opinion which the President of the organization forms of you and of your samples.

If the President thinks well of the plan she will help you either by inviting some of the members of the Society to witness a demonstration in her kitchen or will give you cards of introduction to other women of the Society. A general card of introduction, signed by the President, should be carried by you, similar to the following: To the members of the Ladies' Aid Society—This will introduce Mr. Blank, who is interested in placing "Wear-Ever" aluminum utensils in the church kitchen.

Let the  
"Ladies Aid"

To get the desired cooperation you may say that you are willing to allow the Society 10 per cent. of the list amount of the first \$250.00 worth of utensils if from the members of the Society you secure orders amounting to \$250.00 Say that you can afford to make the offer of \$25.00 worth of "Wear-Ever" utensils in order to get the work started among the best people of the community but that you, of course, cannot afford to give 10 per cent. off on all your orders. If your auditor does not seem satisfied in limiting the amount of business upon which the Society is to receive a commission, suggest that instead of 10 per cent. on the first \$250.00 worth of business, you will give 5 per cent. on all orders received from members of the Society.

**The next fair** If it seems that the church kitchen may be over-supplied, suggest the possibility of supplying the kitchen of the pastor, or of having a number of utensils to be sold at the next church fair.

In villages and towns of less than ten thousand it will be advisable to work one church at a time and then you will have results to talk about when presenting the plan to the next church; but in cities where you would lose considerable time in running from one church member to another, it might be best to work all the churches at once, after you have finished the first church.

**Use directories** In doing so a directory should be secured from each church giving the church members' names and addresses. For instance, if you are working twenty-five churches at one time, the twenty-five directories should be arranged in book form and each evening you should select from these combined directories sufficient names for the next day's work on one street. This will concentrate your efforts and not require going from one part of the town to another.

In case a church does not have a directory you can secure the names of the ladies of the organization from the President or the Secretary; and the names of all the members of the church may be secured from the church Secretary.

In order to keep a proper check upon the business to be credited to the organization it may be found advisable to give each customer a duplicate of her order—or to suggest to



the president that you will be glad to cooperate in any way that may be suggested for keeping track of sales made to members of the organization.

**"It is not luck, but pluck,  
that turns the wheels of fortune."**

Sometimes when an order for the Egg Poacher Combination cannot be taken, you may be able to sell some of its parts. The poacher only may be sold; the custard cups, alone; or the cereal pan and rack, which, with the cover, make an excellent double boiler (§164). 325

**"A rolling gait gathers remorse."**

Silverware may be cleaned by being boiled in an aluminum utensil, provided that pure water is used and that too many pieces of silver are not placed in the utensil at one time. The reason why the silver is cleaned by boiling in an aluminum vessel may be explained as follows: 326

When the silver is in use, oxides and sulphides form on the surface and discolor it; the heat of formation of the oxide of silver is 5,900, of the sulphide, 5,340. On boiling these in an aluminum dish the oxygen from the oxide is attracted to the aluminum, because the heat of formation of the aluminum hydrate is so much greater, being 129,640 on the same basis as the above, or twenty-two times as great. This heat of formation is the measure of attraction between the oxygen and the metal, and that attraction being so much greater in the aluminum, the oxygen goes with it, and leaves the silver (§89). **Why silver-ware is cleaned**

There are on the market several silver ware cleaners which require the use of an aluminum utensil. Such cleaners hasten the process, which may be completed in longer time by the aluminum alone.

**Does Paderewski play the  
piano as he does because he  
is lucky?**

Solder alloys with aluminum at a high temperature only. 327  
Solder alloys with copper at approximately 46 degrees Fahrenheit; but the alloying temperature with aluminum is approximately 200 degrees higher.

**Why difficult  
to solder**

The heat conductivity of aluminum is high, and the aluminum which is being soldered conveys the heat away from the solder and from the soldering iron, thus rendering difficult the attainment of the soldering temperature.

**328**

**Oxide  
covering**

A thin invisible coating of oxide of aluminum instantly forms on the surface of aluminum when it is exposed to the air. In this respect, aluminum is not different from all other metals, as the surface of any metal becomes covered with its oxide immediately after exposure. As is well known, it is necessary to remove this oxide coating in order to permit alloying between solder and the metal, as alloying takes only on clean surface of metal and the interposing film of oxide prevents the solder from coming into actual contact with the metal.

**329**

If the oxide coating is scraped or filed off, another coating instantly forms on the freshly exposed surface, which coating however, is thin at first and takes some little time to become as thick as the one at first removed.

**330**

The oxide coating can be removed by rubbing the surface of the aluminum with a stick of solder; and if heat is at the same time applied so that the end of the stick of solder is continually melting, the surface of the aluminum will become "tinned" with the solder as fast as the oxide coating is removed and before a new coating can be formed. In other words, the surface of aluminum is "tinned" similarly to the "tinning" of other metals when stick solder is used, except that the stick of solder should be continually rubbed over the entire surface of the aluminum, for the purpose of scraping the surface as hard as possible.

**Rub oxide off  
with solder**

**331**

**Workman-  
ship most  
important**

After the tinning solder has been applied by the above procedure, it is best to rub it thoroughly into the surface, while still fluid, with a brass scratch-brush. The durability of the joint depends on the thoroughness of the "tinning" and the scratch-brush insures perfect work.

**332**

Heat can be applied with either a soldering iron or a blow-pipe, but the blow-pipe or blast-lamp is preferable, as a soldering iron does not carry sufficient heat to bring large pieces of aluminum to the required temperature, the difficulty of doing which has already been mentioned.

The principal components of successful aluminum solders are tin and zinc in various proportions. Numerous additions of other materials in small quantities have been recommended by various inventors, the utility of which, however, has never been clearly demonstrated. **333**

**Composition  
of solders**

**Shabby appearance may induce cool treatment.**

Some salesmen make use of practical experiments during the canvass to prove the superior qualities of aluminum utensils. For instance, they ask permission to place an empty utensil, such as a saucepan or the tea kettle over the fire empty. As soon as the utensil has become heated they ask the lady to hold her hand over it to see how hot it is. Then cold water is poured into it. By such experiment the lady is surprised, interested and convinced that what is said about the durability of aluminum ware is true (§132, 196). **334**

**Practical  
proofs**

In trying such experiments care must be exercised. If too great heat is applied to the saucepan, the bottom may be warped. **335**

Attention is gained when the egg poacher is to be shown by awkwardly upsetting the combination on the floor.

**"Good luck is another name for tenacity of purpose."—Emerson.**

Secure a three ounce bottle with glass cork encased in a wooden box with screw top, so that the glass cork cannot become loosened by shaking. Place in this bottle nitric acid 50 per cent. pure. At all your special tests take any of your samples, tilt it slightly and pour in the inside of the vessel a tablespoonful or a little more of this solution. Then place the point of your iron test rod in the solution and show the parties witnessing your demonstration how quickly the acid dissolves the iron. Show this for possibly a quarter or half a minute. Then place a copper penny in the same solution. It will of course begin to dissolve at once. Before the coin is too badly eaten push it to one side and throw in a nickel. Then follow with a silver dime or quarter. After showing that this acid will eat four metals—iron, copper, nickel and **336**

**Nitric acid  
test**

silver—rinse the nitric acid out carefully with water and show to those witnessing the test that the nitric acid has in no way affected the aluminum (§29, 89, 94).

**Where aluminum is bliss, 'tis  
folly to use lard.**

**337** It is well to cultivate the habit of keeping an expense account at all times—particularly so when money is being made rapidly, and consequently is liable to be spent freely. It will mean money in your pocket to keep an expense account while canvassing and to go over it once every week or every two weeks, noting those items of expenditure which were not necessary. "Money saved is money earned."

**Expense  
account**

**"Take care of the sense and  
the sounds will take care of  
themselves."**

**338** Growth requires food. A half hour should be spent each morning in studying samples and new lines of argument—in feeding the mind and spirit. We must either grow or go.

**An hour  
a day**

**339** Salesmen should have definitely in mind—should be able to name in 1, 2, 3 order—the points in which aluminum utensils are superior to other kitchen wares. Each man should work out his own outline (§56) and should fill it in with material taken from the Instructions to Salesmen, from printed matter sent him by the Company, and from testimonials of people met in daily experience. By using a definite outline and by frequently summing up points presented a cumulative force is gained which cannot fail to be effective.

**Plain points**

**340** During your canvass talk according to your outline, talking (1) **economy**—the durability of aluminum cooking utensils compared with other utensils, the saving of money hitherto spent continually in renewing supply of enamel utensils, the saving of gas, etc. (§277, 294); (2) the **purity** of the metal—the safety of its use as opposed to the danger of the use of other wares (§283, 287, 309); and (3) the **labor saving** qualities, the lightness of the metal (§290) and its non-scorching, non-burning properties (§84, 96). Then go back to dwell enthusiastically upon that point which seemed to make greatest impression (§75, 437).

**"The rule of  
three"**

**This outline should be revised at least once every two weeks.** If you fail to do this, and present each point in the same way and in the same sequence week after week, instead of talking aluminum energetically, enthusiastically and intelligently to each individual, you will find yourself giving a well-learned recitation everywhere you go. You will be able to tell your story and think of something else at the same time; but under such circumstances you can depend upon it that the person addressed is also thinking of something else (§431). A rut like this leads to certain failure (§15, 273).

Don't get the "ruts"

Keep out of it. Do it by frequent revision of your outline. Re-arrange your material so that you **must think** as you talk. This will insure that your prospective customer will **actually hear** what you say.

**You cannot shoot a pop-gun forever with a single wad.**

Each evening review the canvasses of the day, asking yourself two questions: (1) Why did I get this order? and (2) Why did I lose that order? The answers to these questions, if carefully worked out every day, will spell Success. This review should precede the planning of the work for the next day (§14).

Look for orders in order books

Samples should be polished at night and introduction cards assorted, and the shortest route for the following day arranged. Always carry a clean Catalog, polished Samples and neat Sample Case.

**NOTE.**—Whenever you receive a shipment of goods replace with new utensils the samples you have been carrying.

**If you have a sunny disposition, do not try to keep it shady.**

“Yes, Mrs. Blank, aluminum ware is more expensive than this enamel ware. But the best people are finding that it pays to use “**Wear-Ever**” utensils. Of course, there are many enamel ware firms who would employ me to sell their utensils to you, but if I did I could not come back here next year and sell you anything. I am sure that if you once use some “**Wear-Ever**” utensils you will be convinced, as many

Aristocratic

others have been that it pays to have the best things for the kitchen as well as for the parlor. And then, you see, I can sell you more utensils next year" (§260).

There are few shade trees on  
the road to success.

**344**            When showing a prospective customer with your tape measure the dimensions of any pan or vessel always call for  
**Get another**   a similar utensil and show size by measuring on it (§64).

To show the dimensions by measuring on a table or between your hands is very deceiving. The customer will always think the utensil much smaller than it really is and consequently not order it.

**345**            Besides being useful in showing dimensions of utensils, an automatic spring measure has been found serviceable in  
**No race**        affording amusement to the children who during the inter-  
**suicide**        view may manifest a determination to stand between the housekeeper and the salesman.

"The way to succeed is not to fail."

**346**            Sometimes you may meet ladies who have bought aluminum utensils, other than the "Wear-Ever," which contain holes. And once in a while a hole may be punched in a well-made utensil. Whenever such a utensil is found, write to the Company stating size of hole, and a rivet will be mailed  
**Holes closed**   you with which the hole can be plugged. Sometimes a sand hole in cast ware such as the cast tea kettle may be closed by placing kettle upon a solid surface and striking hole with a small hammer (§48).

The secret of success in life is for a man to be  
ready for opportunity when it comes.—Disraeli.

**347**            When aluminum utensils become blackened by a gasoline stove, they can be cleaned by using kerosene oil and bath brick. The washing powder known as "Dutch Cleanser" also gives excellent results when used on aluminum utensils.  
**Discoloration**   However, "an ounce of prevention is worth a pound of cure." The discoloration occurs irrespective of kind of utensil used. It is due to the deposit of free carbon made by imperfect combustion of gas. The part of the flame which is

free from smoke—the part in which the combustion is perfect—is the hottest. The flame should be so regulated that the combustion is perfect. By so doing, the largest possible amount of heat is utilized and no deposit is made upon the utensil.

Regarding discoloration on the inside of utensils see §252.

Regarding discoloration of griddles see §364.

**The man who says there is  
"nothing doing" is generally one  
who is doing nothing.**

It will pay to know the names of children the second 348  
time you call at a home, to remember incidents connected  
with your canvass, to be able to recall something said by the  
lady during your interview, etc. Do this by means of a note  
in your order book or in another book kept for memory pur-  
poses. Such a good memory will help you to deliver utensils,  
to be successful in making second calls on customers and in  
interesting ladies who are friends of the ladies concerning  
whom your recollection is so good (§375, 444).

**A good  
memory**

**Impossible—a heavy joke  
on aluminum.**

Should anyone enter the room after you have started or 349  
even finished your description, go all over it again and just as  
carefully as before. Perhaps you may have gone through  
everything in minutest detail and are about to take the order,  
when in comes the husband or some friend. If you run over  
it to him hurriedly and in a half-hearted way you are almost  
sure to miss the sale. You have convinced her, but you have  
neglected to convince him. He objects and spoils your sale.

**Convince  
both**

If your customer begins to talk about something else 350  
turn her attention back as soon as possible, but never under  
any circumstances get into an argument on other subjects.  
Your object is to sell her cooking utensils. Don't quarrel, but  
retain your temper if unpleasant things are said to you. Re-  
member you are a gentleman and that you cannot afford to  
quarrel. Possess your soul in patience (§247).

**Never argue**

**Above all be cheerful. Smile and  
say, "I thank you."**

- 351** The Griddle may be used for baking waffles by using the Gem Rings. In using them a slower fire should be used than is used in the baking of griddle cakes. Fill the ring half full of batter and in a few minutes the batter will rise to the top of the ring; then run your spatula or cake turner—the former instrument is preferable for turning cakes—the old cake turner—underneath such ring and then turn them over. After they are browned they can easily be pushed out of the ring. If they happen to stick slightly, simply run a knife around the inside of the ring. Using the Griddle for this purpose on top of a hot plate renders unnecessary the heating of a large oven.

**Waffles  
baked  
on griddle**

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**Sunshine will kill the deadliest microbe  
in fifteen seconds. Cheer up.**

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- 352** Some one has said that "an audience secured under favorable circumstances is a sale 75 per cent. made."

To secure more business by gaining audiences under favorable conditions is your object and our object—our interests are identical. Until notice to the contrary has been printed in The Bulletin (§393), we will continue to do what we have been doing in the past—namely, bear one-half expense of giving to prospective customers some article as a pudding pan (the article to be determined by the Company and announced in The Bulletin or by correspondence). One-half the cost of the article used will be charged to an advertising account. Heretofore a one-quart pudding pan has been used as follows:

**Read the  
Bulletin**

A printed certificate is filled in and sent to a prospective customer who soon after the certificate is received is spoken to by telephone regarding a convenient time at which the pan may be delivered. (The printed certificates, Form 782, are furnished by the Company at twenty cents a hundred—cash with order required unless certificates are ordered with utensils). (§416).

**Certificates**

Some salesmen do not send a certificate in advance. Instead they phone the prospect introducing themselves with the statement that they represent the company which is giv-



ing away free a sample "Wear-Ever" aluminum pan. By mentioning to the prospect the name of one of her friends an appointment is readily made.

You should plan to make about two appointments for the forenoon and two for the afternoon. At the close of an interview the names of prospective customers may be secured by telling your auditor—if she has not already received a pan—that in order to show your appreciation of her favor in giving you the names of some of her friends who may be interested in your samples you will leave with her the "Wear-Ever" pan which you place upon the table. Such a gift increases the probability that you will be given a good list of names and that the woman will be willing to act upon your suggestion that if she feels free to do so she will help you greatly by speaking to her friends regarding the matter over the telephone. She will be glad to do so if she believes her friends also probably will receive one of the free pans.

Friends  
Help

In seeking an interview say: "I am a representative of Aluminum Cooking Utensil Company. I appreciate the fact that your time is valuable; and therefore, to show my appreciation of your kindness in looking at my samples of "Wear-Ever" ware I will leave with you this "Wear-Ever" aluminum pan. I know that your kitchen probably is well supplied with utensils, but I believe if you know what the best cooking utensils are that when you DO need more utensils you will want to get some of the "Wear-Ever" kind. I shall be glad, therefore, to leave this pan with you—just to say 'thank you' for the few moments you spend in looking at my samples."

"Thank you"  
Appreciated

If you conduct your work upon the plan of acknowledging in a substantial way courtesies shown you, that plan of work together with the Card of Introduction plan of work will make your work more pleasant and profitable than it can be otherwise. People will talk about you and your methods as being different from those of other men who have sought interviews in homes. And we know that the plan will pay, because it has paid.

To get  
—give

What shall it profit a man if he  
gain the whole world—and his  
trousers bag at the knees?

**352a** "I often sell the No. 159 handle to fit the Pudding Pan which I give away. This pays for half the pan and I sell one in nearly every place in which I have not sold a No. 158."

This letter from—suggests a point which is of much value to "Wear-Ever" salesmen.

**Leave Booklet** When a pudding pan is given as an audience getter a "Wear-Ever" Kitchen Booklet should be left with the pudding pan and the lady asked to make the tests shown in the booklet. To assist her in handling the pudding pan, leave with her a No. 159 handle with the understanding that this handle will be called for later by you. When the woman has used the handle with the pan a few times and finds out how convenient and serviceable the handle is, she will find that this handle is an indispensable kitchen equipment.

Many handles have been sold this way at 20 cents or 25 cents, the profit on the handle paying for the cost of the pudding pan.

**Makes a Sauce Pan** By leaving a handle with a prospective customer you can show her how she may be able to use the pudding pan for more purposes, if she uses the handle with it. Thus, if she gets better service out of the pudding pan while she is testing it she will be even more enthusiastic about "Wear-Ever" utensils.

You may suggest that the handle may be used on bread pans and on other pans as well as on the pudding pan.

When you make your return call for the handle, the fact that you left the handle with customer will make you more certain of getting an audience. A woman is more likely to let you see her if your mission seems only to be to secure the handle.

**Curiosity** The "Wear-Ever" tests in the "Wear-Ever" Kitchen Booklet, the making of these tests in the pudding pan, the curiosity aroused as to what kind of a utensil the No. 159 handle is especially adapted—all these points will gain for you an audience under circumstances favorable to getting a large order.

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**A cheerful note is discounted everywhere and never protested.**

Many salesmen use with success the following plan: The salesman tells a customer that if she will write on a card (a personal card or a card printed for the particular purpose may be used) the names of six friends upon whom he may call he will give the woman who furnishes the names a Strainer, free, in case two of the six women give him orders for utensils; that if four of the six "prospects" place orders he will give the woman a Strainer and Gem Rings; that if six of the prospects place orders he will give her a Strainer, Gem Rings and a Tube which when used with the egg poacher pan will make as good a tubed cake pan as can be secured anywhere.

**Hope of  
Reward**

The plan thus briefly outlined may be modified by "Wear-Ever" salesmen as suggested by their experience and by the cost of the utensils they are willing to give a woman for furnishing the names of six prospects. It is to be expected that, if the woman who furnishes the names is to be rewarded only in case some of the prospects place orders, she will speak or telephone to her friends, telling them about the "Wear-Ever" ware and the "Wear-Ever" salesman.

**Friendly  
Advice**

**Illegible communications corrupt good language.**

In getting testimonials from ladies who like aluminum ware, have testimonials prepared before-hand. Or as a lady talks write down the substance of what she says, read it to her and then ask her if she will not sign the statement she has just made. Many people who dislike to write out a testimonial are willing to sign one if it is presented to them already written (§134).

**Prepare  
testimonials  
beforehand**

A general testimonial is not only beneficial in interesting new customers to place an order, but it is often the means of gaining an audience with an old customer when all other attempts for securing an audience have been exhausted; for there are very few women who have used aluminum who would refuse to sign a general testimonial, thus aiding you in getting properly started in your work. Of course you ask to have the testimonial signed with ink. A majority of ladies will invite you in while the testimonial is signed (§101, 134).

**"Debt is a rope to your foot, a clothes  
pin on your tongue and cockle burs in  
your hair."**

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- 355** Some houses are so situated that it is impossible to prevent the occupant of the house from seeing you advance with your sample case. In such instances leave your sample case at a corner store or with the last customer if she does not live too far away. Approach the house with no appearance that your call is anything but a personal one, and frequently an interview can be arranged. Then return for your case. An impression which should be made in trying to get an interview is that you are courteous in not endeavoring to force matters, but that you have first investigated as to whether it is entirely suitable for the housekeeper to see you before you appear with case.
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**In the aluminum game there is no "left  
field"—every utensil lands in the "right  
field," a "safe hit."**

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- 356** When asked the price of a utensil before you desire to state it, you may avoid doing so by saying that there are several sizes of the utensil which sell at different prices; or, that the price varies a little according to the "set" of utensils in which it may be included—that you will show her some sets presently; or, if she is persistent, you may say with a frank smile, "Let us attend to the price a little later—I should like to have you know all about the utensils first, so that I may have your opinion of them as utensils without any reference to ordering them."
- Price postponed**
- 357** It is best many times not to allow an objection to be expressed at all, but to answer it before it has been stated. By so doing you prevent a prospective customer from making positive assertions which later may stand in the way of closing a sale successfully. An ounce of anticipation is worth a ton of argument.
- Anticipate objections**

The objections usually met in your territory are soon discovered. You should prepare yourself to anticipate them during your canvass, at points in the interview which will forestall their verbal expression by your auditor (§247).

The objection on account of price is anticipated whenever you quote the words of ladies who have used utensils, or who have ordered them. For example, "Mrs. Brown says that the utensils will pay for themselves in a short time in the amount of fuel bills saved." And "Mrs. Smith said that 'since an aluminum utensil outwears a dozen enamel utensils like it, it is worth many times as much.' But as a matter of fact the price of these utensils is little more than the price of the best grade of enamel ware" (§208). 358

**He who hath lost confidence  
can lose nothing more.**

Has it occurred to you that you can make your entire expenses for the summer by working in the evening? For some reasons the evening is the best time to have audiences. Many a lady who is too busy in the morning to look at your samples is glad to accept the suggestion that you call in the evening. She will appreciate your consideration and the interview in the evening is more likely to result in a sale than would an audience secured in the morning by making yourself a bore. 359

**Evening calls**

When an appointment for an evening call is made, leave with the lady no printed matter—only your personal calling card. If you leave a circular she may greet you in the evening with the statement that she has read all about the utensils, and has decided that she does not wish to order any. Of course, if she were sincere in making her excuse in the morning she will not disappoint you in the evening (§124). 360

**No printed matter**

In the evening the lady's husband probably will be at home. As a rule salesmen find that it is desirable to have the husband present at a canvass. The practical economy of using aluminum ware appeals to him, and his pride as a provider for his household will not frequently let him refuse to allow his wife to get the utensils she desires. Then again, in the evening prospective customers are at ease, and consequently your words then are listened to with more attention and in better humor than they would be earlier in the day (§269). 361

**He's all right**

You should not, however, work so many hours a day that you cannot talk with energy and enthusiasm where you call. Ginger

Some successful men rest after the noon meal until about three o'clock, then they are full of ginger for calls in the evening as well as for those made in the afternoon.

- 362** The number of calls to be made in the evening each man should discover for himself. Usually not more than three should be made (§301). Local conditions and physical ability must determine your individual method of work. Do not, however, underestimate the value of evening calls.

"In the morning sow thy seed  
and in the evening withhold not  
thy hand."

- 363** Many salesmen stay in their rooms on a rainy day instead of working as they would were the day bright and cheerful. They thereby make a grave mistake.

What would we think of a merchant who closed his place of business on a stormy day? His expenses continue whether the day is stormy or not. Just so with the salesman, his expenses are going on whatever the weather may be and from a financial standpoint he cannot afford to lose the time (§337).

**Rainy days** A rainy day is the time when a salesman can do his best work, for at that time the ladies are almost sure to be at home and glad of an opportunity to break the monotony of a long, stormy day.

The writer has called at houses as many as eight different times and each time was told that the lady he wished to see was out or was busy. In the morning she was riding or shopping and in the afternoon she was entertaining callers or getting ready for a drive. On a rainy day such a woman is likely to be found at home and an audience is readily gained. After you have gained a hearing the battle is more than half won (§323).

**"At home"**

By all means hustle on rainy days, for by so doing you will greatly increase your sales.

"The successful man is the determined  
man who sees beyond the failures of today  
the opportunities of tomorrow."

- 364** If you are very busy it will not pay you to spend a long time in a house trying to polish up a griddle which has been

abused, when you can have the work done at a machine shop by means of a buffing wheel at a cost of 25 or 50 cents. One of our best salesmen states that he had three or four cleaned last summer in this way, calling for and delivering the griddles after business hours. "The ladies were delighted with the appearance of the griddles, and in each case paid for the work. I then arranged to appear before breakfast at each house and bake cakes; and in each instance my customers ordered other goods and insisted that I breakfast with them. This, of course, was optional, depending largely upon the appearance of the kitchen, etc., etc." (§24).

**Rebuffs  
rebuffed**

If your prospective customer has a warped fry pan which prejudices her against aluminum, the pan (or other utensil) may be straightened by placing it on a smooth surface and striking it with a wooden mallet (§60, 346).

**"What is success but a command to attempt still higher things."**

You should aim high. Seek not only to make sales, but to make large sales. Always try to get an order first and talk of sizes, time of delivery, etc., afterwards (§242).

Talk to a lady whom you think can afford to buy \$5 worth of ware as if you expect to order \$10 worth; to a lady who seems to be able to place a \$15 order as if she probably will wish to get \$25 worth of Specialties. By thus talking of large orders—of sets of utensils—your prospective patron's ideas are enlarged and the way is paved for the taking of an order much larger than can be taken if the utensils are "talked" one at a time (§164, 242, 243).

**Makes sales  
larger**

Some of our men never take an order which amounts to less than a dollar. They tell a lady that their time is so valuable and they are selling such large orders that they cannot afford to stop their wagon on delivery day for an order of goods amounting to less than a dollar. Such a statement serves two purposes: It creates the impression that sales are large and also compels customers to go above the one dollar mark in order to give the ware a trial. If a woman wishes to try the ware, she will get a Handy Kettle almost as readily as she will a Tea Strainer.

**366**

**Big business**

**367** Why is it that one man generally sells the No. 7 Handy Kettle while another man sells only the No. 5? Simply because he endeavors to sell the larger size. After you have taken an order for a utensil, seek to sell a larger size of the utensil. For instance, if a lady orders a Handy Kettle No. 5, you should say, while entering the order in your book, that she may be sorry, when you make your delivery that she did not order a No. 7, inasmuch as it holds almost a gallon more and costs only 50 cents more than the No. 5. Mrs. Brown said that she could cook a little in a large kettle, but that sometimes she might not be able to cook all that she wished to in the smaller kettle. She consequently ordered a No. 7 kettle knowing that since the kettle will last a lifetime she was providing for every emergency that may arise (§158).

**Sell larger sizes**

**368** After orders for the larger Specialties have been taken, turn to the smaller articles. As soon as a woman has ordered one utensil she is a convert to aluminum and is likely to secure as much of the ware as possible.

To make large sales is to economize time and territory.

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**Smile—good salesmen know it wins; be cheerful, say "Thank you"—smile.**



## CHAPTER X

### DELIVERING UTENSILS

The way in which an order is taken and the foresight **369**  
with which the delivery day is set and planned for largely  
determine the success with which the utensils are delivered.

After taking an order you should not leave your customer  
without "clinching" it—that is, without making the lady  
glad that she has ordered some aluminum utensils, by telling  
her of her friends who are delighted with their pieces, of the  
fact that she is fortunate in getting them a special price,  
and that though you will try to have the goods by the time  
stated, the exact date is somewhat doubtful because of the  
enormous demand for "**Wear-Ever**" cooking utensils. Say:  
"I have so many utensils to deliver that any delay on de-  
livery day will mean serious loss. I am sure that you will  
help me by being ready when I come. I will drop you a card  
a few days before I deliver so that you may know the exact  
date. You won't disappoint me in this will you, Mrs.  
Blank?" "Thank you."

**Clinched  
order means  
successful  
delivery**

A great deal, therefore, may be done by way of prepara- **370**  
tion to help make your deliveries successful. Deliver once a  
month (§318, 319). Be careful to set your delivery at about  
"such and such" a date. Explain that you may come a few  
days earlier and possibly as much as a week later. When you  
have received your goods send out your cards and give the  
exact date when you will deliver, and when that day arrives  
deliver, rain or shine. You will find your customers ready  
and waiting to receive the goods (§415).

Send out the following note on postal card:

**Notification  
cards**

(City) ..... 1912.

DEAR MADAM:

The "**Wear-Ever**" Aluminum Utensils which you ordered  
will be delivered without fail on ..... Should you go  
away from home please leave the amount (\$....) at the house  
so as not to delay me. This will save me a great deal of time,  
and for your favor I shall be grateful.

Yours very truly,

.....  
Salesman for  
The Aluminum Cooking Utensil Co.,  
New Kensington, Pa.

Many salesmen use a large rubber stamp with which to **371**  
print their notification postal cards. Such a stamp costs

about \$1.50. It will pay you to have postals printed or buy them of the Company (See §415) rather than spend time in writing them all by hand.

**372** Some men find it an excellent plan to leave with every customer at the time the order is taken a duplicate order with the request that she present the same to them when they come to deliver the utensils. Such duplicate order is a constant reminder of the fact that she has placed an order, and also precludes any misunderstanding regarding the number or the cost of the utensils ordered.

**Duplicate orders**

**373** It is necessary to arrange your orders systematically for delivery. Arrange them by streets and numbers in the exact order in which you will come to them in making your delivery, and pack your utensils in a wagon accordingly. It is well to look the utensils over as they are packed for delivery to see if any utensil may have been damaged in shipment (§403).

**System in delivery**

Use a skeleton order book. For example: An 8 quart Handy Kettle Steamer with an aluminum disc, \$3.00, 110 Brown avenue, would appear thus:

H. K. S. No. 5, \$3.00,  
110 Brown avenue.

When the money is paid make a cross (X) over the price. When you leave the goods and must call again, place a "C" after the price.

Have your original order book with you for reference when necessary.

**374** Delivery day may become a paying day as well as a pay day if you show customers some utensils which other ladies have bought. Make use your opportunity to show some utensils which you do not carry as samples in your regular canvass. The sight of your delivery wagon gives the impression—the strongest argument—that "they are all buying."

**A paying day**

**375** Do not undertake to deliver utensils on foot. Hire a good horse and a large spring wagon and get a boy to drive, or to go along with you. It is best to get some one other than one of the liverymen.

On delivery day you can begin work as early as you desire. The team should be ready to start no later than 7 o'clock. Drive up to the houses at a keen trot and hurry to the door with an air of complete confidence.

Appear to be in more of a hurry, more business-like in delivering goods than you are in canvassing. Don't act the part of a good-natured, easy-going fellow, or intimate by your manner the least suspicion that your customer may refuse to take the goods. Always try to remember some incident connected with your former visit, so you can refer to it in a pleasant way and thus re-establish yourself on a friendly footing. Always remember the name of your customer and address her by name when you call. Usually the words "Good morning, Mrs. Blank, you received my card?" will be followed by the effect desired (§348).

**Remember**

If you see by her actions, however, that she is disposed to put you off, don't give her a chance to say anything, but keep up a running conversation about the merits of the article, its value and beauty, what somebody else said in praise of it; at the same time keep up your brisk, business-like demeanor. Take out your order book, and, as you look for her name, say: "If you will excuse me, I'm very much in a hurry, having so many utensils to deliver (glancing at your watch) and if you'll let me have the amount \$——, I'll be off."

**376**

**In a hurry**

If then she begins to refuse to take her utensils, express your surprise at her words, by saying "You ordered the utensils—I did not ask you to make a deposit of money when you ordered them, nor did I even ask you to sign your name in my order book. I had perfect faith in your word, Mrs. Blank. Every lady in your neighborhood has taken these utensils and is pleased with them, and I am sure that you will be also." If necessary to do so tell the objecting lady that you are expected by the Company to collect the money for utensils as much as to sell them, and that if you fail to do so, you will not long be in their employ.

**377**

**Appeal to honor**

If your customers do not happen to be at home when you call or do not have the ready money, leave the utensils (you are usually safe in doing this) with instructions that you will call again. State the time. Or you may find it necessary to fix the time of your return to suit the convenience of your customer. Your confidence in her honesty will be a compliment which will not fail to insure payment for the utensils.

**378**

**Compliment cashed**

Sometimes you may suggest that she borrow the money

of her neighbor; and if she does not wish to do so, tell her you will call on the neighbor and ask the favor for your customer.

**379** Hustle from place to place. When your goods are all delivered don't stop to make back collections, but resume your canvass at once. You cannot afford to waste valuable time in making back calls. Make them early in the morning, at noon hours, or after your evening meal.

**380** The directions to be "in a hurry and business-like" should be modified somewhat in the case of a resident salesman. He should deliver and canvass at the same time. Set aside two days for the delivery of \$150 or \$200 worth of goods. Carry some samples which are new to the ladies previously canvassed, or show to them utensils which are to be delivered to their friends (§374).

**381** Many salesmen who have canvassed their territories once and who have not time to go to new territory have been led by sales made to old customers on delivery day to act as "resident salesmen"—to revisit customers. These return calls have proved so profitable that they have become a regular part of the canvass of such salesmen; and in many cases have led salesmen to conduct a permanent, all-year business.

**382** The resident salesman will not, and other salesmen should not, leave a Coffee Pot without explaining the proper use of the percolator; nor should the Griddle be left until the lady has been shown how to use it. And the Egg Poacher should never be left with a lady without the Egg Poacher Circular accompanying it. A little care exercised in educating customers as to the use of utensils, which must be properly understood in order to give satisfaction, will pave the way for future sales (§249).

Satisfactory service is the foundation of business. You must recognize this fact in building your success if you intend ever to return to the territory canvassed by yourself. Do nothing, therefore, to jeopardise your own interests or that of a brother salesman who may follow you.

## CHAPTER XI

### SALESMEN AND COMPANY

#### I. REPORTING

It is very necessary that you report each week while **383**  
your contract is in force, whether you have worked much or  
little—or not at all. In Clause Four of your contract you  
agree to report each week, and since you have been given  
rights in certain territory, the Company expect to know just  
how much time you have put in and the total amount of  
goods sold each day. From your report the Company can de-  
termine the character of your work, and as they have had  
several years' successful experience with salesmen, it is  
reasonable to suppose that they are in a position to give you  
helpful suggestions. Unless you have given the Company  
every opportunity to assist you, you are not doing yourself  
justice. It also enables them to judge the volume of busi-  
ness to be expected and to make preparations so that your  
orders will go forward promptly.

**To report  
faithfully  
helps us to  
help you**

Fill in all blanks on report cards stating the total num- **384**  
ber of hours worked (not days) and the total amount of sales,  
and be sure that your name is placed on the report card, even  
if you enclose the report card in a letter.

**Unless Dead**

Every week, even if you have done no work, mail or  
have mailed your report—in time to reach us by Monday.  
If you do not keep your contract we may assign your terri-  
tory to some one else.

The report cards furnished you by the Company may be  
mailed as a postal by attaching a one cent stamp, or may be  
included in your weekly letter or with orders.

Cards can also be used to keep a daily record for your  
own reference, and the Company will be glad to furnish  
extra copies for such use if desired.

#### II. CORRESPONDENCE

At least once a week write to us, telling us of your ex- **385**  
periences—of difficulties met and of triumphs achieved. Dur-  
ing the first week you are in the field write to us twice. We  
shall try to help you in every way we can, by placing at your

**Once a week**

## 158 Instructions to "Wear-Ever" Salesmen

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service the advice of men in the office and of salesmen who communicate with us.

**386** It is important that your letters be clear, concise and to the point. It is a good plan to sum up at the end of your letter or on a separate sheet the particular requests made and the questions asked. This will insure that we overlook nothing when we reply to your letter.

To the point

**387** Important communications should be sent in letters. Never use report cards for anything except reports. Special instructions or requests written on them may be overlooked.

Read again

**388** Use only one side of paper in correspondence and see that your writing is legible—plain enough for the wayfaring man in the office to read.

One side only

Leave margin at top of each sheet of at least one inch for binding purposes.

**388a** In referring to a shipment of goods give the order number and the date when the order was mailed. Say, "Your order number F-11097." In referring to an invoice give the invoice number and the date. Say, "Your invoice number F-12776, dated July 8."

**389** If you desire to have letters sent to a street address, please write such street address complete at the top of the first page of every letter you write to the Company. By so doing you will insure that our reply to you is properly addressed.

At top of letter

**389a** On the letterhead of the Company appear the words "In replying please refer to," after which are placed the initials of the person who writes to you. If at the top of the letter which is written to you appear the initials, say, "J. H. W.," you should write at the top of your reply to the letter "Attention of J. H. W." Then begin your letter by saying, "In reference to your letter of October 2" or "Regarding Tea Kettle No. 330, concerning which I wrote you October 3," etc.

"Refer to"

**390** Letters and reports and orders are handled by different persons and are filed separately. Consequently it is necessary that your name and address appear on each individual communication.

Reports, orders and letters, also, must be kept absolutely distinct in contents and to each must be appended the name and addresses of the sender. **391**  
**Distinct in contents**

Instructions should be written on order blanks rather than in the body part of a letter. The billing clerks enter orders not letters. **391a**

All requests for printed matter and anything you desire to have sent to you should be placed upon order blanks—even if no utensils are to be shipped. Of course orders for utensils should at all times be placed on order blanks—never be given in the body part of a letter; and in making out an order please observe the form given in §394. **391b**

You will save confusion at the office by appending to all your communications the same name. Do not sign your name in full to one letter and only one initial to another. We have thousands of names in our files and it is impossible for one man to remember the addresses of all our men. Consequently if signatures are constantly changed, mistakes are liable to occur. **391c**  
**Same name**

If you place upon the outside of the envelope the name or the initials of anyone, the envelope will be sent unopened, to that person. If it happens that the person is away from the office, the letter is either held until such time as he returns or the letter is forwarded to him. Instead, therefore, of the letter receiving the prompt and particular attention which the writer evidently desires to secure for it by using the personal address, he receives delayed attention. Therefore address the Company only. **391d**  
**Address Company only**

If you are working in partnership with another man, you should not handle your account with the Company as a joint account; that is, your orders must not be combined and signed by both of you—nor signed sometimes by one and sometimes by the other. Each man should send his own order for the goods sold by himself. The two orders of partners can be shipped together—in one box, if that is desired—on one bill of lading, goods may be combined when they reach destination and profits may be divided of course in any way partners wish, but separate orders must be sent to the Company. **392**  
**No combination accounts**

**393** Keep the Company informed as to any change in your local address.

**393a** Before leaving one place make particular request of the postmaster to have mail forwarded to you promptly. Leave **Mail forwarded** with him postage to pay for forwarding second and third class mail.

**393b** The Western Union and Postal Telegraph have what is called night lettergram service. This will permit you to send **Night lettergram service** fifty words at night for next morning's delivery at what is charged for ten words, day rate. There is also a day lettergram service. Call on telegraph managers for details.

**393c** Code words must not be used in making out orders to be mailed to the Company nor in night lettergrams. **Code words** Use code words in day telegrams only.

**393d** Charges for telegraph and telephone service will not be paid by the Company unless incurred at the request of the Company.

**393e** "I didn't see it" is no excuse. If you do not receive The Bulletin promptly you should write for it immediately, for if you fail to observe announcements and directions **No excuse** which are printed in The Bulletin, that failure will be no excuse for mistakes which might have been avoided if you had received the paper regularly.

### III. HOW TO ORDER UTENSILS.

**394** In arranging the items on an order blank write on one side only and do not crowd the lines together; if one sheet will not hold the order use two—or even more. We can furnish all you will require. Write legibly and be sure that the article numbers are correct and plain and are arranged in **Arrange in numerical order** absolute numerical order. Do not arrange an order like this:

16 Lipped Saucepans .....	No.	55
25 Preserving Kettles.....	"	121
10 Pudding Pans.....	"	72
6 Tea Pots.....	"	44
3 Double Roasters.....	"	326
8 Double Boilers.....	"	141
15 Preserving Kettles .....	"	122



An order such as the above should be arranged thus:

6 Tea Pots.....	No.	44
16 Lipped Saucepans.....	"	55
10 Pudding Pans.....	"	72
25 Preserving Kettles.....	"	121
15 Preserving Kettles.....	"	122
8 Double Boilers.....	"	141
3 Double Roasters.....	"	326

**This way**

**NOTE.**—In order that you may understand better what we desire, we will explain to you briefly our system of handling orders: When an order is received, instead of entering a shipping order and then making an invoice from that shipping order after the goods are forwarded, we make the shipping order, your invoice, our own sales record copy and the Packer's Sheet, all at one time. All of these papers bear exactly the same information, with the exception of the Packer's sheet. This gives only the catalog numbers and names of the articles ordered. No quantities are shown.

**395**

The Stock Clerk has in his possession the shipping order and the Packer's Sheet. From the quantities shown on the shipping order he assembles the necessary goods and turns them over to the Packer. He gives the Packer the Packer's Sheet and delivers the shipping order to a clerk called the Checker. The Packer now counts the material and fills in on the blank Packer's Sheet the quantities of each article he finds, and places the ware in a pile arranged exactly as it will be when packed in a box, and orders a box to be made of the proper size to hold the shipment. The Packer then delivers the Packer's Sheet to the Checker, and the Checker compares the quantities shown on the Packer's Sheet with the quantities shown on the shipping order. This you will readily see gives an absolute proof that the proper number of pieces are included in the order. When the Checker has determined that the order is correctly filled out he signs both the Packer's Sheet and the shipping order and returns the Packer's Sheet to the Packer who then packs the material, checking it off the packing sheet a second time as it is placed in the box.

**System explained**

This plan makes it almost impossible for an error to occur. If your order is not correct as shown by the invoice and packing sheet, write us immediately, returning the Packer's Sheet and giving us all the details (\$405). You will also see from the foregoing that unless your orders are carefully arranged in absolute numerical order the efficiency of our system will be jeopardized.

**396**

**Please help**

In ordering utensils and parts of utensils be sure to give the name exactly as it is given in the catalog, to give the catalog number and the price.

**396a**

Do not write No. 5 Kettle when you want the Handy Kettle Steamer. Say, "No. 5 Handy Kettle Steamer, price \$3.00;" "No. 5 Kettle only, price \$2.25;" "No. 5 Disc only, price 50 cents;" or "No. 5 Cover only, price 25 cents."

Particularly should you follow this advice in ordering the Steam Egg Poacher, putting down Nos. 294-296-297, or Nos. 295-296-297 when you desire to have the complete Egg Poacher Combination.

The water pan of Egg Poacher No. 294 has two loop handles. The water pan of No. 295 has one long side handle.

Do not complain if you receive the utensil you order rather than the one you intended to order.

**396b** Be sure when making out an order that it contains everything you want. Then you will not have to write a day or two later requesting us to add a few pieces, which causes delay and is liable to result in misunderstandings. Some houses absolutely refuse the change any order after entering it, because of the trouble such change causes.

**Think  
beforehand**

**397** Requests for printed matter, report cards, order blanks and circulars should be made on the face of order blanks (§415).

**397a** Frequently a letter is received and sometimes an order saying "Hold this until my next order." We have no way of holding such a request for your next order. We can place for you on our "hold" file any order that you send in, but such an order will be shipped on the date specified on the order, unless that date is changed by you. If later you decide to have the order on the "hold" file shipped together with an order which you send in, we can of course combine the "hold" order with the new order if you instruct us to do so; but please do not make the request, "Hold this until my next order."

**"My next  
order"**

#### IV. SHIPMENT OF GOODS

**398** Please be explicit in directions about shipments, stating definitely whether you wish goods sent by express or freight. Please do not ask us to do something which is absolutely impossible. Do not order goods by freight and at the same time demand that they reach destination within one week from the time that the order is sent.

**We do not  
own the  
railroads** For shipment to points within 200 miles of factory, two weeks should be allowed; to points between 200 and 500 miles, three weeks; to points more than 500 miles distant, four weeks and more. This estimate of course can be only an approximation based upon experience.

Since, however, it is much cheaper to have goods sent by freight than by express we advise you ordinarily to have them sent that way. When, on the other hand, you must have goods immediately, or by a stated day, shipment should be made by express. 399  
Express best

The Allegheny Valley Division of the Pennsylvania Railroad is the only freight line, and the Adams is the only express company, represented at New Kensington. Auto truck service from New Kensington to Pittsburgh makes it possible to deliver express shipments to Wells Fargo & Co., United States Express Co., and the American Express Co., at Pittsburgh. Thus it is possible to make shipment from New Kensington by any one of four express Companies, but by only one railroad company. 400

If instructed by salesmen we will ship by the express company requested and will request express company and railroad to favor routing prescribed by salesman. If not instructed by salesman we will ship by the cheapest way. Quicker deliveries usually are secured by permitting the transportation company to route shipment according to their regular custom.

When goods are sent by freight you should preserve the Bill of Lading we send you and present it to the railroad company when goods have arrived. Every shipment should be examined carefully before removing from the warehouse and if damaged you should have the railroad agent give you a receipted freight bill upon which he has written "Received in bad order," before you accept the shipment. In cases of loss or damage or in case shipment must be forwarded to another point it is necessary that we have the Bill of Lading; otherwise we can not file with the railroad company a claim for loss or damage and can not change the destination of shipment. 401

Whenever your freight shipment is overdue go to the freight station and look carefully through the freight house for the goods. Many times the freight agent, in making out the freight receipt, makes a mistake in the first letter of the salesman's name; he then places the receipt in what Have a look  
yourself

he supposes to be the right pigeon hole and when you call at the office to inquire for goods the freight agent reports that they have not been received.

- 402** Be sure that when goods arrive you keep the "Packer's slip" (§396, 405).

## V. RETURNING UTENSILS

- 403** Damaged utensils should be returned to the Company only at the end of the season.

Before returning any utensils which may have been damaged in shipment you should write to the Company regarding the condition of the utensils. We are able in some cases to suggest a way of remedying the defects complained of by customers. In many cases you yourself can do so. By this direction we do not mean that we are unwilling to have damaged goods returned. We desire to have them returned if they are not going to give customers satisfactory service.

**Damaged utensils** During your canvass you doubtless have met women who evidently desired "**Wear-Ever**" utensils, but who were not entirely persuaded to give you an order. By offering such ladies utensils at a reduced price you can make some money rather than be at the inconvenience of returning utensils.

**Return no goods, therefore, until you have first written us and have our instructions to do so.**

- 404** If utensils must be returned address them to **nearest warehouse**. See that the package contains a list of utensils returned and your address. Your address should appear upon the outside of the package also.
- List and address**

If goods are returned by freight, mail to us **list of utensils returned** and the Bill of Lading.

- 405** It is plainly stated in large black letters on the "Packer's Sheet" that **no claim for error will be investigated or allowed unless this Packer's Sheet is returned** within ten days after receipt of order. Despite this fact men sometimes write that mistakes have been made in filling their orders and yet they do not back up their claims by sending us the required Packer's Slip. As this is the only record we have of who packed the goods, it is impossible for us to investigate a claim without such sheet.
- Paste in your hat**

## VI. SETTLING ACCOUNTS

Our terms are strictly cash or the equivalent of it. 406

Should you desire to pay cash you will save return charges by sending the full amount with your order. We will send goods C. O. D. provided at least one-fourth of the full amount accompanies the order. Not less than \$1.00 must be sent with small orders amounting to less than \$4.00. **Cash**

When goods are shipped by freight C. O. D. we send a draft for the amount of the C. O. D. with bill of lading attached, to your bank for collection. Should you order goods sent this way, you must be sure to advise us as to what bank we shall send the draft. **C. O. D.**

You may prefer to do business on a Letter of Credit, and this will be entirely satisfactory to us, provided our conditions are complied with. Your Letter of Credit must cover the full amount of the goods ordered, and the sum total of all orders and indebtedness must not at any time exceed the amount covered by your Letter of Credit. **Letter of Credit**

Your Letter of Credit must be sent to us at least two weeks prior to your first order so that we may have ample time to investigate the financial standing of the signer. 409

This is imperative. We shall absolutely refuse to ship any goods except under a guarantee. Should your Letter of Credit fail to reach us in time, and should your order be delayed on this account, don't blame us. **Two weeks**

We furnish blank forms for Letters of Credit and recommend that your Letter of Credit be made to cover at least \$200.00.

It is necessary that Letter of Credit be renewed each year in order to be good. 410

In order for the same guarantor to renew your Letter of Credit it is not necessary that a new blank be filled out. It will be sufficient if your endorser writes to the Company stating that the old Letter of Credit may be continued in force. **Renew each year**

All orders must be paid for as soon as delivered. The extreme limit allowed for delivery is thirty days. 411

Orders taken to be delivered later than thirty days after date of invoice should be placed as "hold" orders until such date as you think advisable to order them shipped.

Orders placed on the "hold file" will not be charged to your account until shipment is made.

- 412 According to agreement, after your last delivery you may return to the Company goods to the amount of \$20 net. In returning such goods transportation charges must be prepaid by you. Damaged utensils, which during the summer you have not been able to deliver, may be returned at the Company's expense provided that only damaged utensils are included in the shipment. If damaged utensils and undamaged utensils are returned together the expense of shipment must be borne by you. It costs no more to send 100 pounds by freight than it does to send one pound.

- 413 Remittance for the last order should be sent us promptly. Do not wait until the returned goods have been received at the factory and a credit has been rendered you before you remit for the invoice, but send in your remittance the same as though no goods were returned. If, after crediting you with returned goods and order books, there is a credit balance in your favor we will send check for the amount.
- We send  
check**

#### VII. HOW TO REMIT

- 414 Remittances should be made by bank draft, postoffice or express money order. If personal check is used it must be certified. We dislike to hold up an order which is accompanied by a personal check, until we have investigated the check, but we find it necessary to do so. This is another illustration of the law that the innocent must suffer with the guilty—or the careless, which is about the same thing. If you send us a personal check, the check must be certified. Small amounts may be sent in cash by registered mail.

#### VIII. CIRCULARS, ORDER AND REPORT BLANKS

- 415 You should not delay asking for report blanks until you are without them. We shall be pleased to mail you report blanks upon request, whenever your supply is exhausted. Circulars and folders should be requested when goods are ordered. Report blanks and order blanks, however, which readily can be enclosed in a letter, will be sent to you at any time (§397).

- 416 Cards suitable for notifying customers regarding delivery day (§370) may be secured of the Company at 20c for 100, postage paid. The cards must be ordered on an order blank and stamps or money order must accompany the order

for the cards—unless the request for cards is made as an item of a regular order.

Certificates to be used in accordance with plan for gaining audiences explained in §352 may be secured from the Company under the same conditions as notification cards.

#### IX. DUPLICATE ORDER BOOKS

During your canvass you should keep a duplicate order book to insure yourself against loss of names of customers— as well as to keep article 12 of your Contract. At the close of your canvass the Company will buy such order book, provided the following conditions are complied with:

1. Names and addresses, including street numbers, must be written so plainly that every one can be read by any one.
2. The name of town canvassed must appear upon the order books. If orders were taken in more than one town the name of each town canvassed must appear with the orders taken in that respective town.
3. Orders taken but not delivered must be crossed off the order book.
4. The total amount of orders delivered must be summed up at the end of the book, and must agree with the amount of goods shipped—as shown by our books.
5. Order book must reach Company within one month after salesman stops work.

**Insure your  
business**

Old order books sent you by the Company must be returned by you at the end of canvass.

#### X. SAMPLE CASES

In past years the Company have furnished salesmen with sample cases—made like a suit case, 23¼ inches long, 13 inches high, 8½ inches wide, and rain-proof. The case is well made, somewhat dark in color, has a neat appearance and makes an excellent suit case.

**Suit Case**

Please understand that it is not necessary for you to purchase this case unless you so desire. In the sale of the cases there is no profit for us. However, we are willing to furnish them at wholesale price because we believe that more sales can be made if the samples are carried in a neat looking suit case of this kind. Furthermore, our salesmen will have less trouble getting into good homes with a regular suit case than they would if the samples were carried in some other way.

**Wholesale  
Price**

You may place your order for these cases at any time. We, however, would advise that the case be sent with the sample outfit. The samples pack nicely in the case and are thus well protected in transit.

**420** In order to keep your samples in good condition you should use cloth bags and strips of cloth with which to protect them when placed in your sample case. These bags and strips should be made of soft material to prevent the utensils from becoming scratched. They should be of dark-colored cloth. Silk cord or ribbon should be used for draw strings. This gives the contents of the case a pleasing appearance when opened before a prospective customer (§62). Bags and strips suitable for your samples you may have made yourself or you may secure them from the Company.

**Bags for samples**

## XI. LICENSE

**421** Unless you are interfered with by the authorities of a city or borough, give the license question no thought whatever. If they threaten to stop you, do not immediately climb upon your legal rights and wave the red flag. Avoid the discussion of such rights if possible. Explain as tactfully as you can that you are simply taking orders for future delivery, that you are not peddling.

**Don't worry**

If you must read the law, it is in substance as follows:

**422** The Constitution of the United States provides that the United States Congress shall have power to regulate commerce between the different states. That this privilege is exclusive, has been established by a long line of Court decisions. Justice Bradley in delivering the opinion of the U. S. Supreme Court in the Case of the City of Memphis vs. Sabin A. Robbins, says, "It is an established principle that the only way in which commerce between the States can be legitimately affected by State laws, is by virtue of its police power. But even in the exercise of this power, a State or Municipality cannot impose a tax upon persons passing through the State or coming into it merely for a temporary purpose, especially if connected with interstate or foreign commerce; and no regulations can be made directly affecting interstate commerce. Any taxation regulation of the latter character,

**In all states except Penna.**



would be an unauthorized interference with the exclusive power given to Congress over the subject.

“The doctrine of the freedom of commerce, except as regulated by Congress, is so firmly established that it is unnecessary to enlarge upon the subject. To tax the sale of goods, or the offer to sell them before they are brought into the state, seems to us clearly a tax on interstate commerce itself. Interstate commerce cannot be taxed at all, even though the same tax is levied on commerce carried on wholly within the states.” **Inter-state commerce**

See also decision of Justice Brewer, of the Supreme Court of the United States, delivered on April 30, 1894, reversing the decision of the Supreme Court of Pennsylvania, and the Court of Common Pleas of the County of Crawford, in the case of “Titusville vs. Brennan.” This case is reported in Vol. 14, Supreme Court Recorder, Nos. 28 and 29 (May 21st and 28th, 1894), pages 829 to 835. **423**

See also Gibbons vs. Ogden (9 Wheat. 1,222).

Welton vs. Missouri (91 U. S. 275, 282).

Walling vs. Michigan (116 U. S. 446, 455).

Robbins vs. Shelby Co., etc., (120 U. S. 489).

Wabash R. R. Co. vs. Illinois (118 U. S. 557).

**Decisions**

The following letter illustrates the application of the law to your particular business. We have others like it. **424**

BELOIT, KANSAS, December 17, 1908.

THE ALUMINUM COOKING UTENSIL CO.,  
PITTSBURGH, PA.

Gentlemen:—

In replying to yours of the 9th in relation to the litigation between your agents, E. C. Beamer and Ray Tice and the City of Lindsborg and Thorstenberg, Mayor, and Walter-Stead, Marshall:

Beamer and Tice, two young men, students from Baker University, undertook to canvass the City of Lindsborg, Kansas, for your wares. They were arrested by the Marshall on an order of the Mayor, charged of a violation of a city ordinance which prohibited the soliciting of orders for merchandise of any kind without first having obtained a license. At your request, I appeared as Attorney for the young men at their trial in the Police Court and argued that the ordinance was unconstitutional and wholly void, being in contravention of the interstate clause of the Constitution of the United States. The Police Judge remarked that he was not a constitutional lawyer, was not going to pass on the constitutional question and that he was going to hold for the City anyway. The young men were fined \$10.00 and the costs of the prosecution. They were then informed by the Mayor, Mr. N. J. Thorstenberg, that if they would pay this fine that they

could finish their canvass of the city without further molestation, but if they failed to do so and attempted to solicit further orders that they would be then arrested. The young men, knowing that they were backed by your company, refused to pay the fine and appealed to the District Court. They then went before Judge Galls and secured an order, temporarily restraining Mr. Thorstenberg and his Marshall from interfering with them in any way from finishing the canvass of the city for your goods. The young men, although they had lost considerable time, went ahead under the protection of this order and are now completing the canvass of the town. At the December term of the District Court of McPherson County, Judge Galls held that the City Ordinance was unconstitutional and void, quashed the complaint appealed from the Police Court and made an order forever and perpetually enjoining and restraining the present City Mayor and Marshall and their successors from in any way hindering or interfering with Mr. E. C. Beamer and Ray E. Tice in soliciting orders for the goods, wares and merchandise of the Aluminum Cooking Utensil Co., of Pittsburgh, Pa. The costs in both of the cases were assessed against the City Officials.

Yours truly,

J. E. TICE,  
Attorney for Aluminum Cooking Utensil Co.,  
i. e., Beamer & Tice.

**425** Bear in mind, however, that as soon as you have taken the cover off the box in which your goods are packed they then become the property of the state, in respect that they are subject to taxation and are therefore no longer governed by the Interstate Commerce Act. In order to remain strictly within your rights you should deliver no goods except those that were outside the state or in the original unbroken package at the time the order for those particular pieces was taken. If there is any danger of being held by the city authorities for a license, avoid selling any pieces outright. By this we mean, an order should not be delivered and collected for on the same day as taken, nor within several days, since it is impossible to get goods from a remote state in a short space of time.

**No Peddling**

**426** Some cities have ordinances prohibiting canvassing and soliciting of all kinds without a license, and are thus able to cause a salesman annoyance even though he be acting strictly within his rights. If you have complied with the regulations and have sold no goods outright (as defined above) and thus have not violated what is known in many states as Transient Merchant's Law, and if you are unable to make satisfactory explanation to the city authorities, write us for further instructions. The privileges under the Interstate Commerce act do not obtain in Pennsylvania, as our factory is located in such state, and in event a license is demanded a different

**In Penn-  
sylvania**

procedure is necessary. It would be well to work country districts nearby until you have instructions from us.

## XII. A DOZEN DON'TS

Don't fail to keep a duplicate order book.

427

Don't buy a money order and then register your letter.

Don't write important matter on postal cards—use letters.

Don't go into territory not assigned you by the Company.

Don't neglect to send reports summed up and signed every Saturday.

Read again

Don't overlook the value of the "Wear-Ever" trade mark, backed by magazine advertising.

Don't fail to place on the face of order the number of circulars, order and report blanks desired.

Don't return goods without enclosing in package list of articles and your address. Ship to nearest warehouse.

Don't neglect to send to the Company your permanent address and to keep them informed of your local address.

Don't fail to co-operate with the Company when you order goods by arranging names of utensils in numerical order.

Review of reviews

Don't fail to keep letters, reports and orders, distinct in contents and to place upon each communication your address—plainly written.

Don't make complaint that a shipment of goods did not contain all the utensils ordered by you or that they were not properly packed, unless you send to us with your complaint the Packer's Sheet.

"Wondrous is the strength of cheerfulness, altogether past calculation its powers of endurance. Efforts to be permanently useful must be uniformly joyous—a spirit all sunshine, graceful from very gladness, beautiful because bright."—*Carlyle*.

## CHAPTER XII

### SERMONS FOR SALESMEN

**429** Business, like religion, is built upon belief. Every new cult or enterprise comes from the conviction of a man. He tells others and they believe his words because he believes them; and the first thing you know we have a marble temple with thousands of converts or a steel plant whose millions, judiciously thrown, ring with metallic praise of persistent belief.

**Belief, the  
foundation**

Hope awakens the ambition; belief fires the will. And a will burning with conviction sets aglow the hearts and wills of others. Like begets like.

When, therefore, you start out with a proposition that you believe in—whether it is religion or rails or roasters—if you will close your ears to discouragements and listen to encouragements, it will not be long before you will have your temple or steel plant or university. If, however, you are a pessimist and an obstacle hunter, you will have a few castles in the air—and none on the ground.

**430** But what has this to do with selling aluminum ware? It has this to do with it. If you will not try some practical experiments whereby you learn the comparative worth of different wares—if you do not believe that aluminum ware is better than any other kitchen ware and know why it is better, you have heard already the footfalls of approaching failure.

If, on the other hand, you firmly and intelligently believe that aluminum utensils possess qualities which render them superior to all utensils made of other metals, if you take pride in the rapidity with which they have entered the kitchens of the land and in the satisfaction their service has given; if you are faithful in preparation and full of faith in presentation, ideas will develop, words will come and arguments will tumble over one another in their rush for expression. And results will be certain.

Belief is the basis of business (§273, 296).

The character of the foundation is made manifest by the superstructure erected upon it. The visible evidence of belief, the whole masonry of success is earnestness.

Why did that woman look at you to-day with a cold and fishy eye? Because you were angling with a hook which had lost its point and barb. Your talk itself was good enough, but your manner, your shifty, shiftless glance told her that you yourself did not sincerely believe what you were saying, that you half expected to miss the sale. You talked like a cigar store Indian who had swallowed an aluminum phonograph—your words were wooden, when earnest belief should have vibrated in every syllable uttered. You did not reach the heart because you did not speak from the heart. Familiarity with your words has dulled your appreciation of their meaning. You must get alone somewhere and sell yourself your samples and revise your talk so that it will mean something to you as you say it, so that you can present your samples with all the earnestness of personal conviction (§267).

**Earnestness,  
the super-  
structure**

Then your prospective customer will sit up and listen; then you will show her that she is losing money and jeopardizing health by not using aluminum ware; then you won't have to sell the utensils—they will sell themselves (§341).

The foundation is crumbling—has crumbled whenever you are not earnest.



Just as belief is the foundation of success, as earnestness is the superstructure, so the pillars of sustaining strength, the dome of beautifying completion, is enthusiasm. 432

Enthusiasm is feeling, is fire, is magnetic force. Its appeal is not to the head, but to the heart.

Knowledge is not power. Coal is not energy. Coal on fire is energy. Knowledge aflame with enthusiasm is power, power which knows not doubt nor ever thinks defeat.

**Enthusiasm,  
pillar and  
dome**

Mind communicates with mind otherwise than by words. Inability to explain what electricity is, does not keep us from using the telegraph. Thoughts are invisible wires in the mind. If your message is true, it will be received. If your enthusiasm is genuine, the attention of your prospective customer will not wander from your words any more than the mariner's needle varies from the pole (§52).

The vibration of enthusiasm, personal magnetism, hypnotic suggestion—call it what you will—is that which secures attention, stimulates interest, sets the mind and heart in motion, to think and to act.

Enthusiasm is faith in earnest action.

**Thus build  
your temple**

Your success, therefore, depends upon enthusiastic hope, upon earnest belief, upon the faith which cries, "It shall be done."

## II. PATIENCE

**433** An army representing the whole strength of the Roman republic had been sent into the field for what seemed the final struggle against Hannibal. The command of the army had been secured by a man whose skill in military affairs was far from being commensurate with his skill in politics. So fatally had he mismanaged the battle that there was left scarcely a family in Rome that was not mourning the loss of its best blood. The younger officers among the handful that escaped with their lives proposed that they should flee to foreign lands. But the unfortunate general showed that, whatever might be said of his political and his military career, he possessed the divine spark of patience. Without excuses for failure, he led his broken band back to Rome; and the members of the Senate, though they had suffered the losses of brothers and of sons through his misconduct, met him with no reproach, but with thanks, "because he had not despaired of the republic." It was on that day that Rome showed her right to conquer the world. Against such patience no opposition could stand.

**A leaf from  
Roman  
history**

**434** The faith of the salesman is born of a knowledge of the possession of powers and qualities by himself and his ware. That possession depends upon his diligence in preparing for work and his persistence in profiting by failure. If, however, faith does not triumph over failure, if disappointments of yesterday are permitted to make him gloomy today, he is liable to be disappointed today. Whereas, if he seeks the cause of yesterday's failure and removes it, why shall he not go forth today proudly conscious of new power and probable success? Had the defeats and trials experienced in the early part of the Revolutionary War begotten the same spirit which

**Victorious  
defeats**

animates the man who canvasses a week and then goes home, we should not now celebrate the Fourth of July. Bunker Hill and Bull Run made possible Yorktown and Appomattox (\$14,299, 316).

Just as faith is the basis of life, so patience is the condition of the existence of faith. Faith must be exercised, must endure, or it ceases to be. And these two words, faith and patience, are not peculiar to the vocabulary of theology. They are business necessities—they are the sinews of success, hereafter and here. The exercises of patience, then, whether or not it is accompanied immediately by material evidence of success, nevertheless is success, the true success of character developed. 435

Sinews of success

William the Silent, Washington and Lincoln were great, not because of the brilliant achievement of a moment, but because they were men of quiet determination in the face of discouragement and defeat—because they were men of patience.

Indeed, back to the days of the “much-enduring divine Ulysses,” this truth has been recognized: that the man who can endure has the elements of strength which make him at once a prince and a god—a leader of men and a sharer of the divine attributes. His glory is independent of changes of fortune. Men of patience

Be ye, therefore, “followers of them who through faith and patience inherit the promises.”

### III. TACT

Variety is not only the “Spice of life” for you, but it also is the bread of your success. Variety must be met with variety. Tactful skill is an absolute essential in making sales to all kinds and conditions of people. Failure to appreciate properly the surroundings and actions of prospective customers is responsible for the loss of many sales which it seems almost within your power to make. 436

You may be able to state in a pleasing manner the usual arguments in favor of the use of aluminum ware. You are not shrewd enough, however, to discover from a lady’s appearance or words whether or not you are using the arguments which appeal to her most strongly. You are not a good observer. You follow a rut, stating the same arguments 437

Tact requires observation

**An eye for  
music**

without variation to everybody canvassed. You do not look your prospective customer in the eye with that intelligent, searching glance which convinces her of your earnestness and your honesty. If she gives you an excuse—probably not a real one—for not ordering ware, you immediately become discouraged and talk in a half-hearted way just when you have reached the point where you should be most enthusiastic and most hopeful—just when you should be closing the sale by turning a stated objection into an advantage, by anticipating a suspected objection, or by reviewing the points which you saw appealed most strongly to your auditor. You blunder on in a purposeless manner which destroys the effect of all the good arguments advanced. You are failing to adapt your words and manner of presentation to the peculiarities of your prospective patron. You are failing to add to your knowledge fact (§164, 266).

**And action  
accordingly**

- 438** If by observation, or by statements made during your interview, you discover that your auditor is economical, your talk should aim to show her that it costs less to use aluminum ware than to use any other kind—that money actually is saved by getting aluminum utensils. If the lady seems to be a hygienist, tell her of the sanitary properties of aluminum, of its purity, its safety for any kind of cooking—stating at the same time the dangers that lurk in tinware, enamel ware, etc. If she does her own work, she doubtless would like utensils which would lessen her labor. Aluminum utensils are easily kept clean, are lighter than other utensils and the danger of burning food, as well as the necessity of continually stirring it, is almost removed by their use.

- 439** In talking with your prospective customer, try to produce in her mind an affirmative, a sympathetic mood by getting her to say "Yes" to several questions upon which there can be no disagreement before you seek to take the order (§164).



- 440** Daniel Webster a long time ago said: "The man who can make me think as he thinks, and feel as he feels—is an orator." Abraham Lincoln said: "When I'm getting ready for an argument with a man, I spend one-third of my time thinking about myself and what I'm going to say, and two-



thirds thinking about him and what he is going to say." And the most successful advocate of all times said that he made himself "all things to all men" in order to promote his proposition. These quotations emphasize tact as the prime essential of oratory. "Talent is power; tact is skill."

In Webster's day it was the endeavor of spellbinders to make and mould the minds of men from platform or from stump. And the audience was the many. Nowadays the operation is performed by means of a heart to heart talk in the lobby, on the street corner, or in the kitchen. And the audience is the individual.

**Tact requires oratory**

It is evident that the orator who speaks to the individual has a great advantage over the one who addresses a large audience in that he readily can adapt his words to the opinions of his auditor and so establish that sympathy of thought which results in persuasion. He may follow as well as lead. The platform orator cannot.

There are, therefore, two kinds of orators; and the successful salesman should endeavor to cultivate the qualities of both.

All prospective customers may be divided into two 441 classes. The first need to be told—prefer to follow the advice of others. The second wish the salesman to fall in with their own ideas—and woe be to him if he does not fall.

The salesman of the old type succeeds with the first named class. Regarding his ware he has convictions which he advances in no uncertain manner. He tells his auditor what she should buy and that he desires to sell it to her.

**Prospective customers classified**

With the second class of persons, that salesman succeeds best who follows—who assumes that his prospective patron knows what she wishes. He never dictates nor directly opposes her. On the contrary, he asks advice about his work and his ware and wins the sale by burning incense to her self esteem.

If the lady inquires for a kettle which will cook food by means of reflected sunlight, the self-adjusting salesman politely and seriously will appreciate the great need of exactly such a kettle. He will marvel at the improvements which rapidly are effecting the emancipation of burdened housewives. But while he makes a memorandum to "write

**Adaptability**

on" (never mind where) to discover what can be done about the interesting invention suggested, he ventures to suggest kettles which reduce to a minimum the cost of fuel, which do not readily burn food, which are as pure as sunlight, and which may do, perhaps, until later on, when, etc.

- 442 Which will you be—the orator who seeks to mold opinion and to make the lady buy what he offers, or the tactful follower of woman's whim? You should be both—rather, either, as occasion demands. First, discover your own powers and develop those which are weak. Then, classify your prospective customer as soon as possible after the interview begins and regulate the oratory accordingly.

- 443 If you find that your prospective customer objects to and finds fault with everything you say, you must act quickly. If she is an honest doubter, straightforward and exhaustive answers will win her and make a sale, but if she is a chronic kicker and finds fault simply to be mean, then answers, however good, will serve only to arouse her ire and make matters worse. Feel your way, answer her first objection as fully as you know how, and you will soon learn to which class she belongs. If your answers satisfy and please, keep them up; if they offend, change your plan of attack. In the former case you will win by "knowing it all" by leading the way; in the latter, you will succeed by following where she leads. Ask her advice about certain qualities of the utensils, what she thinks about this or that, how she makes such an article of food, how best to prepare a certain dish. Very soon you will find her interested. She is glad to impart a little of her vast store of knowledge, she grows enthusiastic, she now even discovers some good quality which you ought to know in your canvass, and in her zeal gives you some impressive lessons on how to sell utensils. And so it goes until she has convinced herself that she cannot do without aluminum cooking utensils.

Strategy  
takes the  
Port Arthur  
of the will

- 444 Some time ago the following sentence appeared in an advertising journal "You must gain for your goods confidence, and create for yourself sympathy." Right here stop and meditate—and then repeat the text. It contains a sermon for every salesman (§296, 348).

It is not difficult to gain confidence for aluminum utensils. If you promise no more than you can perform, if you claim no more for the ware than it does, if you are honest, you can canvass your territory the fourth time with greater success than you can the first. The ware has given satisfaction and people know it.

The injunction to create sympathy is the one difficult to follow—it demands that you be tactful. Confidence is negative. Sympathy is positive, is active and is created by activity. It is engendered between those who have interests in common. If you consider yourself a wolf and your prospective customers lambs, little sympathy will exist between them and you. And since so many agents have proved to be wolves, it is not surprising that a stranger meets difficulty in getting through the gates of the fold. To create sympathy be sympathetic. Speak of things of mutual interest, mention the names of friends you have met, ask for expression of opinion, employ the little extra courtesies that the letter of the law of business does not demand, and you will not lack sympathy. Be tactful, be cheerful, be the true gentleman.

The  
golden  
rule

#### IV. DILIGENCE

Alexander, when asked how he had conquered the world, replied that he had done it not by delaying, but by seizing each opportunity as it came and making the most of it. "When I don't know whether to fight or not," said Nelson, "I always fight." Prompt decision and energetic action have characterized all great leaders of men.

Tomorrow  
never comes

Many salesmen fail simply because they are men of feeling and circumstance rather than men of reason and will. In the morning, instead of going promptly to work, they take a few minutes more to look at the paper, to see whether it may not rain if they wait long enough, or to determine whether the indigo feeling may not develop some acute form; and after the paper has been read through twice and the rain does not fall and medical attendance is not necessary, they drag themselves out to work. The first house at which they should call does not impress them favorably, so they pass by on the other side. After a few days thus have been idled away they write to the Company, saying that the territory assigned

Victims of  
vacillation

them is very poor—that in other territory they could do better. If they go to a second city, that also soon is discovered to be poor territory and again the migration begins—generally this time in the direction of home.

- 448** Time is your capital. It is the only thing that it costs you nothing to get and everything to lose. The loss of one day a week means a loss of two months a year, the loss of an hour a day means a loss of a month and a half in a year. By killing time you assassinate your chance for success.

**You are no  
Methuselah**

- 449** Great business enterprises prosper because they allow no waste—because they utilize everything, every bit of material, every inch of space, every second of time. This principle of conduct is as necessary to your individual success as it is to that of the most gigantic corporation. Do not, therefore, waste rainy days nor Saturday afternoons nor miss evening calls. Time which cannot be spent in canvass, use in study. Have a fixed hour for beginning work every day and when that hour arrives, go to work whether you feel like it or not. To utilize every opportunity spells your success—in capital letters.

**Dollars and  
sense**

How often repeated do we see the old story of the berry pickers. One man goes from bush to bush seeking the largest berries, always thinking that the other man has found a more plentiful bush. He goes home with a pail well nigh empty; while the man who picks faithfully the berries as they are found bears home a pail filled with fair fruit.

- 450** The hesitating, vacillating man, the man who never quite knows what he wants nor cares when he gets it, who doesn't know just what to do nor thinks how to do it, is not the one who succeeds in any occupation. Not the man of fitful circumstance but the man of faithful determination receives the rewards of character developed and of money received.

## V. THE SECOND MILE

- 451** Man is naturally a lazy animal. He generally works, as did his savage ancestors, simply for food and shelter and idle enjoyment. He does no more than brute necessity demands. It is only under stimulus—when the heart currents are turned on—that he thinks and moves in higher realms. Hence it is that so much work is done with hands and feet, with clutch

**Food for  
thought**

and kick, rather than with head and heart, with thought and joy.

To the Jew no sign of servitude was more galling than the command of the Roman courier compelling the Jew to aid and accompany him in forwarding a government dispatch through Palestine. To teach man that willingness to do removes fear of compulsion—is freedom true and triumphant—there was announced in the greatest of sermons the gospel of the second mile—“And whosoever shall compel thee to go a mile, go with him twain”—a doctrine of divine wisdom, not only for the Jew, but also for the Gentile; not only for antiquity, but also for modernity.

“Bond and free.”

And yet how slow are men to learn the lesson! How many there are who do only what the letter of the law requires, only what they are told. Such men are simply slot machines which work only when their interiors are tickled by a penny. Somebody always must start them going; and they go no longer than they are paid for going. How few men care to know more than is necessary to hold down a job. How few work a little overtime for the sake of seeing work well done, or spend an idle moment in planning some new method of attacking a proposition, some better way of meeting a difficulty. How few have learned the golden value of the extra half hour which rejoices in the satisfaction of pure independent achievement—achievement for its own sake, which makes a present job a joy, and a better one a possibility. This satisfaction is known to him who goes the second mile.

Slot machines

Make yourself glad

The Company can do some long distance thinking for you, but they cannot do all your thinking for you. We cannot start your thinking machine on the right tune whenever a prospective customer is in sight. You are on the spot, are in the game, and should know better than anyone else can tell you what should be the next move. Use every idea sent you by the Company, but keep producing goods at your own brain works. Deepened interest in the selling game means increase of inventive power, increase of resourceful courage in meeting difficulties. Study the methods of other men, and follow them in detail if you must, but improve them if you can. At least make the effort. Use your divine power of

Don't be a caboose—be an engine

**initiative.** Read the open secret of the superlative achievement of material and moral greatness.

**454** It is astonishing—or rather it isn't—how few men do things well. Doing things well consists very largely in becoming absorbed, interested, concentrated—in forgetting things, the clock for instance, and yourself; in thinking not of what you **must** do, but of what you **can** do.

**I can**

**Get in the  
game**

When everything is forgotten except the work in hand, there is deep interest, there is joy in the doing. Then labor finds its highest rewards. And man becomes something more than a machine—he becomes a creator. And when man reaches the point where he desires to create something, he has got into the rhythm of life—he is following what seems to be the aim of the Great Overseer in the unending process, the struggle of creation.

## VI. WHICH WAY?

**455** Do you—you, the man who is thinking of quitting—realize that another man can enter your territory and make good? It's true.

**The man**

We can point to a dozen men who have failed in territories which have yielded to men who followed them barrels of money. It isn't the territory that gets orders—it's the man.

**456** This simple truth is not palatable to your conceit if you are a tenderfoot who thinks that an A. B. degree is a magic wand which one day will waft to you golden nuggets on winds perfumed with spice. There is ahead of you a stiff course in Hard Knocks and in Reading Human Nature which you must take—not pony through—but take before you ever can collect from this hard fisted world the debt you think it owes you. The nuggets are bedded fast in the mountain sides and some good old pick-and-shovel work must be done before they are loosened up. A knowledge of the binomial theorem or of the parallax of the remotest star within telescopic vision never will roll many of them your way. Hard work was invented some thousands of years ago and as yet no satisfactory substitute for it has been found. You may dodge the binomial theorem all right, but the Hard Knocks must be met. A different instructor runs that course.

**Course of  
instruction**

**No elective**

After you have been under instruction a few years the truth will soak through that it isn't the line of business a man is in which determines his success—that it is the man himself. Always make good now, where you are, and you need not worry about ultimate success—you will be among those present. On the other hand, you cannot afford to weaken your strength by chaining to it the consciousness of having failed to do the thing attempted. The road to ruin is paved with such stones.

Some men are dead long before they are buried. When 457 the spirit of a man, the soul of faith and courage, has taken its flight, he is as dead as he ever will be—though his body Dead or may continue to walk the streets. And there is no sense in alive postponing the services. which?

So when we receive a last letter of lamentation, we simply whistle a slow sad dirge for the spineless jelly-jointed son of Adam who has been gathered to his fathers.

Methinks that old Aladdin's lamp  
Which brought to him the sum  
Of wealth and happiness was made  
Of pure aluminum.

# A Declaration

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**Proclaim Liberty Throughout the Land, Unto all the Housewives thereof,**

**When**, in the course of domestic experience, it becomes necessary that a new ware assume among the commodities of the kitchen the distinctive and preeminent position to which the laws of health and of prudent economy entitle it, a decent regard to the opinions of mankind requires that reasons should be declared which justify the displacement of the old by the new.

We hold these truths to be self-evident; that all wares are not created equal; that they are endowed by their manufacturers with varying rec-

ommendations to worth; that among these are weight, purity, and the length of durability; that they are accorded their just value by the experience of the housewife; that whenever any ware becomes destructive of life or of liberty it is the right of the housewife to discard such ware and to use in her home only that ware which to her shall seem most likely to effect its safety and happiness. Prudence, indeed, will dictate that wares long used should not be changed for trivial and transient causes; and, accordingly, all experience hath shown, that womankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing wares with which they are familiar. But when a long train of expenses, annoyances and dangers, pursuing invariably the same object, evinces a design to reduce housewives under a deplorable despotism, it is their right, it is their duty to throw away such ware and to provide new guards for their future security. Such has been the patient sufferance of housewives and such is now the necessity which constrains the purchase of "**Wear-Ever**" aluminum utensils. To prove this, let facts be submitted to a candid world:



In general, other wares have become increasingly possessed of some or all of the following attributes of tyranny: They make the yoke of servitude three times heavier than it needs to be; they have a law, oppressive and perspirative, that cooking food continually must be stirred; they are ready, on the slightest provocation, to wreck the happiness of homes and to ruin the lives of all by stealthily placing in food splintered glass or flaked enamel bearing perchance the taint of a poisoned heart; and the tax levied by the insistent and persistent purchase of ware is as burdensome as it is unnecessary and unjust.

On the contrary, "**Wear-Ever**" ware seeks not to rule, but to serve. It is light in weight, bright in appearance and absolutely pure and wholesome; its use does not require the continual stirring of food as the price of perfect cooking; it relieves from labor and care; and it serves the twentieth year as cheerfully as it does the first.

**We, therefore, the "Wear-Ever" Utensils of the Aluminum Cooking Utensil Company, in Stock Room assembled, appealing to the queenly housewives of the land for the rectitude of our pretensions, do solemnly publish and declare that aluminum must and of right ought to be the only material used in the manufacture of cooking utensils. And for the support of this Declaration, with firm reliance on the judgment of Wise Woman, we unfalteringly pledge to each buyer our service, our beauty and the purity of our metal.**

**In Witness whereof, we have hereto set our seal on this fourth day of July in the year of the Independence of the United States the one hundred and thirty-sixth and of The Aluminum Cooking Utensil Company, the eleventh.**





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"All the great captains have performed vast achievements by conforming with the rules of the art by adjusting efforts to obstacles."—*Napoleon.*



















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